35 Cents

31st YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECEMBER 25, 1961

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How the Bell companies spend $9.3 million in tv—with emphasis on spot 24

Court hearing to decide on revised formula proposed by tv for ASCAP rights 34

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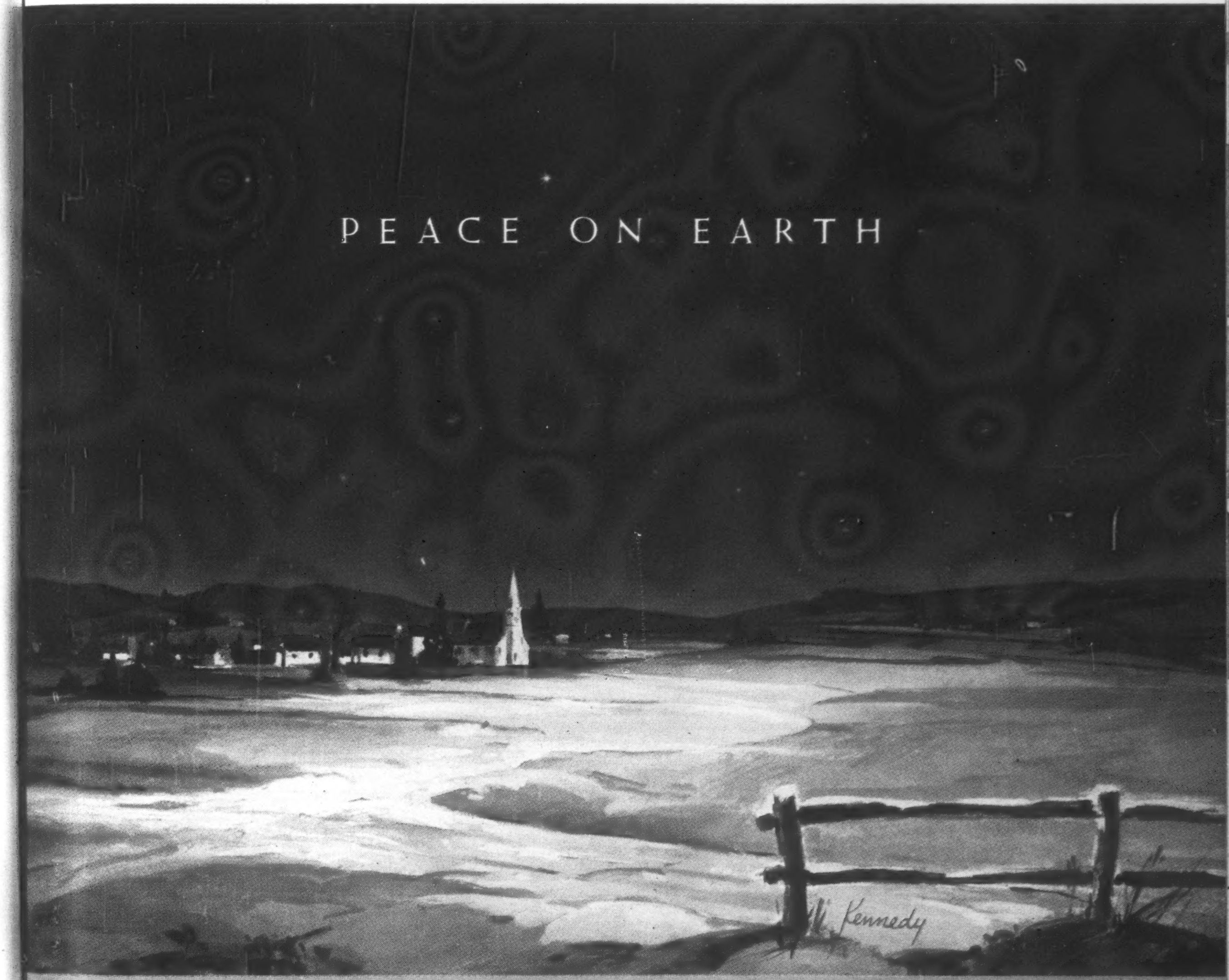

EDWARD PETRY & CO., INC.

Only on America's Finest Stations

The most acclaimed musical program on television, featuring the world's greatest conductors, guest artists and musicians!
The Award Winning——

"Great Music from Chicago"

Join this list of prestige stations. Series II now available. For details, call or wire Bradley R. Eidmann, WGN Syndication Sales, 2501 W. Bradley Place, Chicago 18, LAkeview 8-2311.

A WGN Syndication Feature

KBMT
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KDAL-TV
Duluth-Superior
KGNC-TV
Amarillo
KGW-TV
Portland, Oregon
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Seattle
KPLR-TV
St. Louis
KPRC-TV
Houston
KSYD-TV
Wichita Falls
KTTV
Los Angeles
KTVK
Phoenix
KTVU
San Francisco
WAVY-TV
Norfolk, Virginia
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WFAA-TV
Dallas
WFMY-TV
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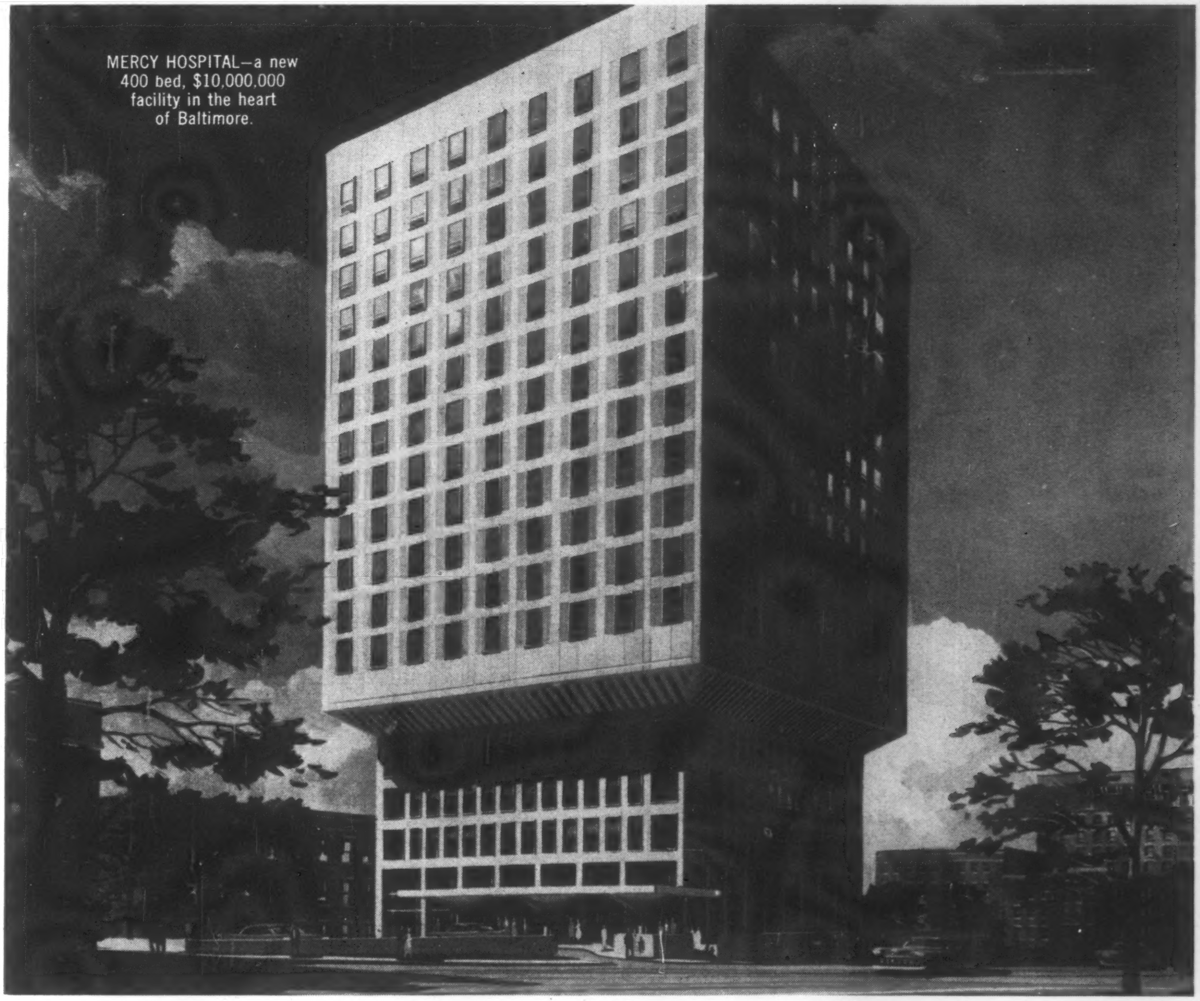

MERCY HOSPITAL—a new 400 bed, $10,000,000 facility in the heart of Baltimore.

WCBM adult-directed programming helps you grow with the growing adult radio audience!

Baltimore—long famous as a medical center—will soon have another great addition—the new Mercy Hospital. This is part of a vast "downtown" Baltimore development—and redevelopment plan. All-around-the-town, too, a tremendous suburban development is taking place at an accelerated rate.

Baltimore is a city on the move! The adult market—so vital to your sales—is increasing at a tremendous rate! WCBM drives your radio message into the homes and cars of the adults—the DECISION MAKERS—who decide what, where and when to buy to satisfy the needs of growing families! Keep pace with WCBM—grow with a growing Baltimore!

WCBM

A CBS RADIO AFFILIATE

10,000 Watts on 68 KC & 106.5 FM Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

FASCINATE

fas′ ci·nate (făs′ ĭ·nāt), v.t.
To attract and hold irresistibly.

Again a tip of our Texas hat to Mr. Webster for describing so succinctly the position KRLD-TV holds in the Dallas-Fort Worth market area. For Channel 4 has not only attracted a lion's share of the listeners in the market, it has proved to have an irresistible hold on them every rating period, season after season, for many, many years.

For a comprehensive schedule, tailored to your particular requirements, see your Advertising Time Sales representative. Your sales message will have a fascinated audience.

Reach the Dallas-Fort Worth Market EFFECTIVELY with KRLD-TV

KRLD-TV

REPRESENTED NATIONALLY BY ADVERTISING TIME SALES—FORMERLY THE BRANHAM COMPANY

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Fort Worth

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT

Option time switch?

Notion that FCC will reverse its September 1960 option time decision and ban practice altogether isn't nearly as strong as it was prior to oral argument on Dec. 4. Some observers think there's better than even chance that option time will be retained as reasonably essential in network-affiliate relations.

Last year's decision reduced option time from three to two and one-half hours in each of four daily time segments. Commissioners Craven, Lee, Cross and King (now replaced by Chairman Minow) voted to retain option time but at reduced figure. Commissioners Hyde, Bartley and Ford dissented, concluding that option time was not "reasonably necessary" for network. Subsequently (BROADCASTING, *April 24) FCC by 5-2 vote asked Court of Appeals to remand case and general notion was that in light of antitrust implications, FCC might ban option time altogether. Following formidable oral arguments, there was feeling that attitudes may shift.*

Executive director for FCC?

Creation of new office of executive director or its equivalent at FCC is certain to be principal recommendation of Booz, Allen & Hamilton, now in final phase of its management survey of agency. Position is equivalent to that of general manager or operating head of private company, or of "chief of staff" in military. FCC is only major independent agency in government without executive director or counterpart sitting just under board itself.

Early in tenure of George C. McConnaughey as FCC chairman (1954-1957) he initiated move for executive director but did not press it when FCC divided 4-3. He wanted strong majority. Degree of authority delegated to official will depend upon commission itself. Under strong organization, all department heads would report to him, with possible exception of chief examiner. Under less rigid setup, he would serve as coordinator of all departments but would not sit between major department heads and commission itself. Supervising BAH study is Bernard L. Gladieux, partner in firm. Primary fact-finding report is due by Dec. 30 with report to Bureau of Budget by end of January and completed report by end of February.

TvB underestimated

If anybody thinks advertiser billing estimates issued by TvB, being in terms of gross time sales, are higher than actual expenditures, study of some "actual" figures that came to light last week seems in order. Actual figures are those carried by AT&T house publication, covering tv spending—mostly spot—for various Bell System companies (see page 24). These run in many cases two and three times as high as TvB's estimates. Even allowing for fact that AT&T figures include program costs and probably other expenses not counted by TvB, range of difference is so great as to make it obvious that TvB's figures are not exaggerated, but conservative.

New '62 syndications

Tv Stations Inc., New York, which purchases film programs on behalf of more than 100 stations, reportedly will lend support to at least two new syndicated programs in 1962. To spur first-run production, in 1961 Tv Stations Inc. backed Filmaster Inc.'s *The Beachcomber* by arranging to have this series sold in advance of release to 85 stations it represents. This approach reduces distribution overhead considerably. Success of *Beachcomber*, it's said, has prompted Tv Stations Inc. to enlarge its plans for 1962.

FCC's new inner-sanctum

FCC is going to have its own "Conference-Chart Room" in 16x16 area adjacent to meeting room in New Post Office Building. Now being designed, it will accommodate some 50 wall charts which will graphically display workloads, backlogs, status of pending legislation, spectrum charts, blackboard and similar current reference data. Round table in room is centered and will seat 10 and will be available for meetings at which individual commissioners confer with small groups. Entrance foyer will become staff waiting room.

Rulemaking passed

It was "pass" day at regular FCC meeting last week with all seven members present but bypassing without discussion majority of items on agenda. "Never saw anything like it," one veteran said of last FCC meeting before New Year. Passed over were several rulemaking items, including one which would require broadcast by Communist spokesman to be clearly labeled as such.

Major item not taken up was proposed FCC comments opposing President's ethics bill, S 1902. FCC will take exception to portion of bill which authorizes chairman to dismiss or suspend other commissioners as well as agency staffers. Chairman also would be charged with establishing agency standards and issuing "appropriate rules or regulations" to make sure fellow members toed line.

Hearing line-up

CBS Inc. President Frank Stanton will be lead-off witness at FCC *en banc* program hearings beginning Jan. 23. He will be followed by other CBS executives with each network being allotted one week to present its case. NBC will be second on firing line, week of Jan. 29, with Board Chairman Robert Sarnoff delivering first time for that network's half-dozen witnesses. ABC will be on stage week of Feb. 5 with tv President Oliver Treyz. In addition to prepared statements to be read into record, each network will have key personnel on hand to answer questions.

Spot shift study

Tv reps met in New York last Thursday (Dec. 21) in closed session with Television Bureau of Advertising executives for unprecedented "briefing" on spot tv advertising. Crux of presentation: How advertiser budget and allocations for spot medium have "shifted" on basis of first six months of year compared with same period year ago. Meeting was prompted by sentiment expressed at annual meeting last month in Detroit of Television Bureau of Advertising that more attention be given sources of money.

L.A. next?

Now that New York has its educational tv station (see page 9), it can be assumed troops will be brought up to push for educational takeover of vhf channel in Los Anegles. Still outstanding is FCC "inquiry" into possibility of etv for Los Angeles. Various packages have been suggested in educational, commercial and broker circles, with each of city's four independent outlets figuring in discussions.

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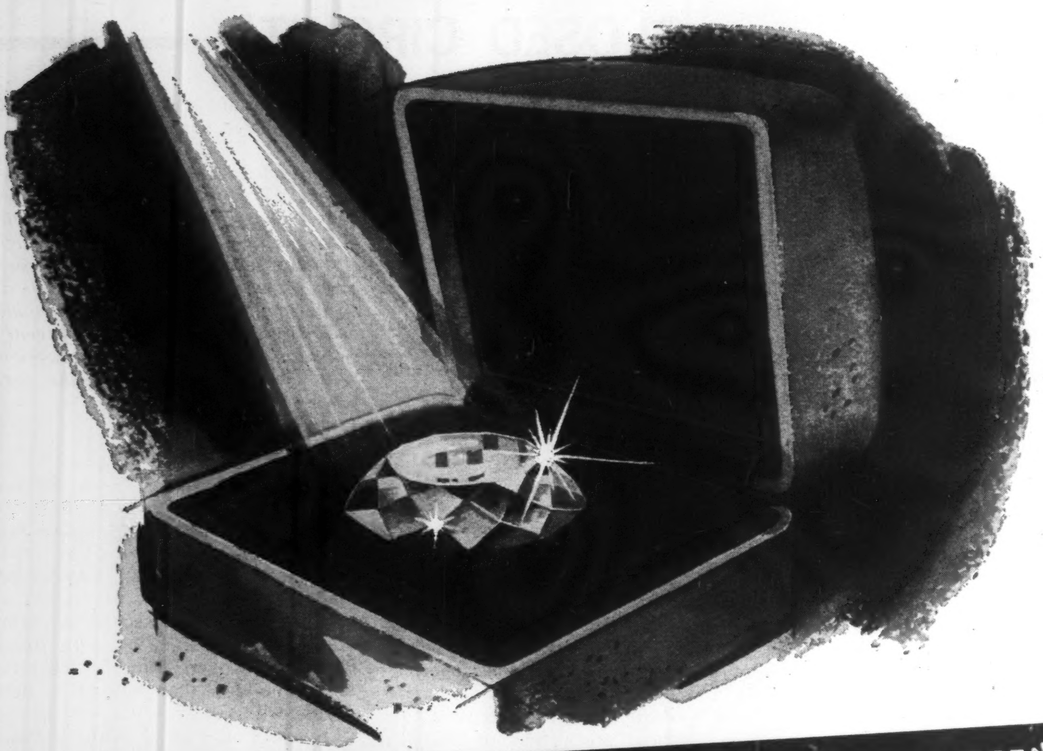

YOU MAY NEVER OWN THE RAREST GEM*—

BUT... WKZO Radio Can Sparkle For You In Greater Western Michigan!

WKZO Radio is a rare jewel among all the radio stations in America. It gives you by FAR the biggest audience at the lowest cost per thousand in a really *important* area.

The 1961 NCS Advance Listing shows that WKZO Radio has over *twice* the coverage and circulation of its nearest competitor—reaches 40.4% more homes than all other Kalamazoo stations combined.

Kalamazoo and Grand Rapids are BOTH among the 55 fastest-growing markets in America. Kalamazoo itself is predicted to be the No. 1 U.S. city in growth of personal income and retail sales between now and 1965. Talk to your Avery-Knodel man about WKZO Radio for Greater Western Michigan.

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA—SEPTEMBER, 1961

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	18	7
12 NOON - 6 P.M.	24	16	9
6 P.M. - 12 MIDNIGHT	34	13	13

**The pale mauve gem, Taaffeite, is the rarest of all gems. Only two such stones are known.*

AM-TV-FM

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK
AND GREATER WESTERN MICHIGAN
Avery-Knodel, Inc., Exclusive National Representatives

WEEK IN BRIEF

The supply of tv documentaries is increasing as local sponsors show rising interest in information shows. So producers and syndicators are meeting the demand and stations are finding prime time slots. See lead story . . .

1962—DOCUMENTARY YEAR . . . 19

Hear about the bomb that went pfffft? Last week ASCAP told a federal court it couldn't negotiate new contracts with tv stations because it didn't have enough member rights. Whereupon the court had its say. See . . .

ASCAP IMPASSE IN COURT . . . 34

Hopefully, the chairman of the FCC has switched his perspective, he told a San Francisco audience last week. Newton Minow is now talking in terms of a "promised land" in the future instead of a "wasteland." See . . .

BRIGHT FUTURE FOR TV . . . 40

The head of the FCC makes a powerful pitch for headlines in his latest speech on wastelands and such. But has he fairly related the complex problems involved or has he resorted to tricks of advocacy? See editorial . . .

HOW WEST WAS WON . . . 70

The 40-second tv station break is being exploited for rate-cutting by advertisers, according to Television Bureau of Advertising. President Norman E. Cash calls on stations to resist such spot chisels. See . . .

TvB BLASTS SPOT CHISELS . . . 32

AT&T has a dual television role—transporting as well as consuming the medium. House organ explains tv is a "must buy" in Bell companies' advertising programs and also important in AT&T's parent company promotion. See . . .

BELL SYSTEM LIKES TV . . . 43

The plan developed by Radio Advertising Bureau to prove radio's effectiveness to top national advertisers is getting support from station reps. This is good portent for RAB plan to boost national sales by 15%. See . . .

REPS WARM TO RAB'S PLAN . . . 28

The day isn't here yet, but there's little doubt that fm is nearing the mass-medium point, according to a survey by Needham, Louis & Brorby, Chicago agency. However, agencies need more extensive research data. See . . .

FM NEEDS RESEARCH . . . 35

Those Congressional committees get mighty nosey sometimes. But House group is getting "gratifying cooperation" from some stations in its quest for intimate financial data to be used in ratings study. See . . .

RADIO FINANCES STUDIED . . . 41

A yearend account switch finds the $8 million Rheingold beer budget moving to J. Walter Thompson. Hazel Bishop, CIBA Pharmaceutical and Norge are among the other advertiser shifts in pre-Christmas period. See . . .

RHEINGOLD MOVES TO JWT . . . 30

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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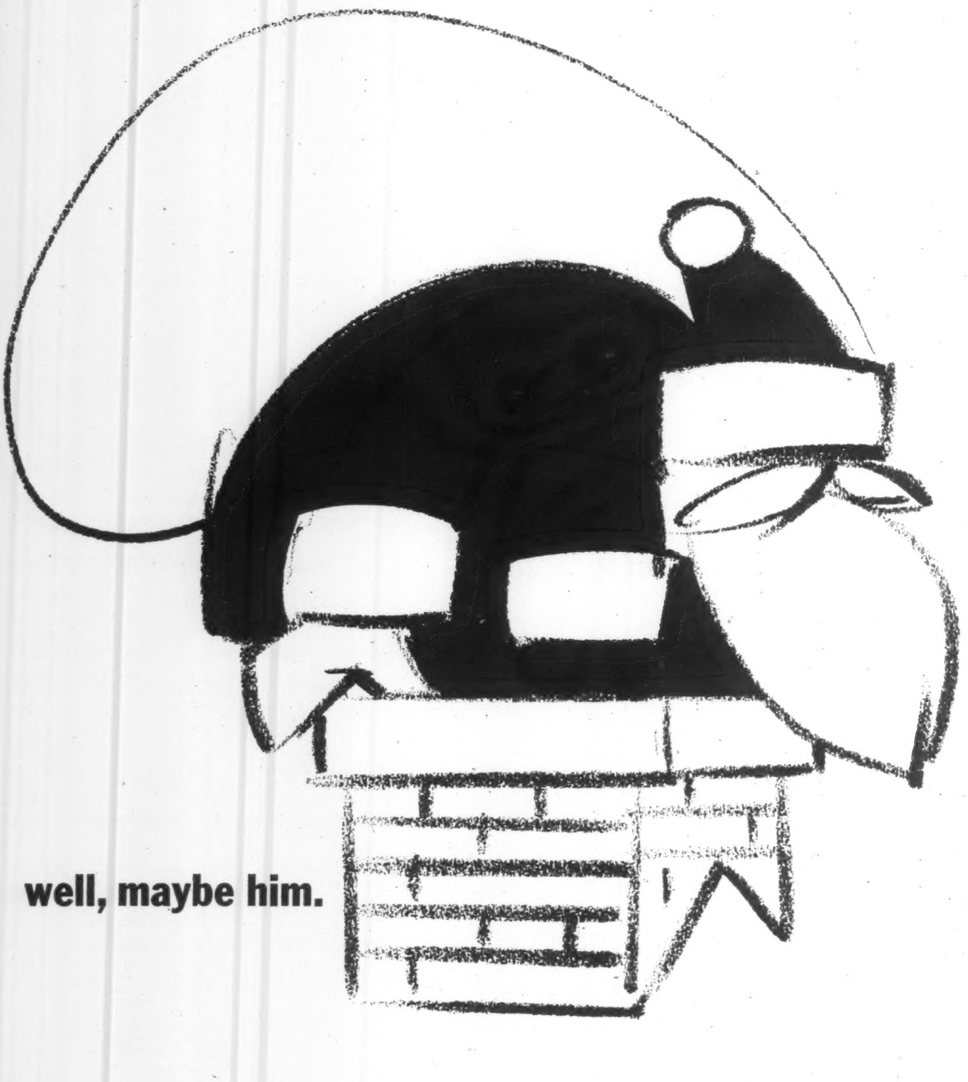
Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front of magazine.

Absolutely nothing gets into so many Omaha-Lincoln homes as often as KMTV.



well, maybe him.

SOURCE: NCS '61 OR 1960 ARB COVERAGE STUDY. SEE PETRY ABOUT KMTV 3 OMAHA.

Swezey asks radio-tv to accent positive

Broadcasters should accent positive in terms of public interest and stop concentrating on things they shouldn't do, Robert D. Swezey, NAB radio-tv code authority, said in review of code activities in 1961.

"We have many good examples in radio of the fact that the big and relatively well-to-do operations have no monopoly on excellence," Mr. Swezey said. "No station is too small to provide an excellent service nor any market too small to merit and support it.

"There has been a tendency on the part of some radio broadcasters to be too humble in accepting over-readily an appraisal of radio as a medium which has already had its heyday, and to undervalue the uniqueness and flexibility of their medium. It wil take some diligence on our part to correct the shortcomings revealed by our own objective listening, but this can be done and radio broadcasters are the only ones to do it."

Cliff Gill, KEZY Anaheim, Calif., chairman of the radio code committee, suggested subscribing stations should point out to advertisers and their agencies that, as subscribers and adherents to the code, code stations offer the best possible potential as an advertising medium." He said number of subscribers has risen 31% in year, now totaling 1,469 (BROADCASTING, December 18. Ten subscribers resigned because they were unwilling to adhere to the code and another 57 were dropped for non-payment of subscription fees. Membership includes 1,296 NAB member stations and 173 non-members.

Voice of America beams programs for Christmas

U.S. Information Agency's Voice of America was scheduled to beam a Christmas gift behind Iron Curtain today (Monday)—90 special Christmas programs, broadcast in 18 languages.

Special programs, which are in addition to VOA's regular holiday coverage, place main emphasis on religion. Scheduled are broadcasts of Christmas Mass at Mount St. Mary College, Emmitsburg, Md., to be heard in Hungary, and children's Christmas party at Estonian Supplementary School, in New York, to be heard in Estonia.

In addition to special programming through Iron Curtain, VOA's English and other language broadcasts to non-Communist countries have been reporting holiday as it is celebrated in various parts of U.S. Coverage began with lighting of National Christmas Tree and opening of Pageant of Peace, in Washington, Dec., on Wednesday (Dec. 20).

Merry tuning

WIBW-AM-FM-TV Topeka, Kan., gave the 75 members of its staff fm receivers for Christmas. Its newest unit, WIBW-FM, went on the air Dec. 16.

"I didn't want to be plagued with 75 staff members who would say they couldn't listen to our fm station," said Thad M. Sandstrom, general manager of the three outlets. "We gave them all a table model fm receiver with a Merry Christmas tag from WIBW-FM. It was very well received — considerably better than the turkeys and hams we have given in the past."

It's final: WNTA-TV sale to ETMA closed

Educational Television for the Metropolitan Area Inc. announced last Friday (Dec. 22) that WNTA-TV New York had been transferred officially to ETMA earlier that day.

Closing of the sale, originally scheduled for Dec. 13, was delayed when NTA Television Broadcasting Corp. could not deliver "free and clear title" to station. This prompted suit earlier last week by ETMA (see story, page page 37).

Though no details were provided, it was reported that NTA Television Broadcasting had made arrangements with creditors, paving way for closing. Sales price was $6.2 million. Closing ended negotiations which had lasted for more than seven months and which were prolonged by suits filed by state of New Jersey seeking to block sale. Several weeks ago these suits were withdrawn.

NBC-TV sales record

Daytime sales totaling $8,171,455 in gross billings during past two weeks were reported Friday by NBC-TV, which said it was highest two-week daytime total in its history. Biggest of 12 orders involved was Colgate-Palmolive's $3.5 million news-strip buy (BROADCASTING, Dec. 18). Other sales included first tv network usage by Lestoil and Fels & Co.

ABC-TV 'Straightaway' moving to Wednesday

ABC-TV will move *Straightaway* from the Friday, 7:30-8 p.m. period to 8-8:30 p.m. on Wednesday, effective Jan. 3. Steve Allen's program, which currently fills Wednesday 7:30-8:30 p.m. slot, goes off after Dec. 27. Comedian had asked for immediate release from his contract with network (BROADCASTING, Dec. 18).

Still unscheduled are 7:30-8 p.m. periods on Wednesday and Friday. ABC-TV was not certain as to what shows will be replacements. At same time, network announced it would schedule *Leave it to Beaver* for another and fifth season next fall. That show currently is in Saturday, 8:30-9 p.m. period.

Justice asks curb on any GE violations

Justice Dept. Friday (Dec. 22) asked federal district court in Philadelphia to issue order forbidding General Electric Co. to fix prices or commit other antitrust violations in handling any of its products. Unusual step was taken in Justice civil suit involving 18 antitrust actions against GE.

If court grants Justice request, suits would be broadened to cover all products of electrical manufacturer which produces consumer tv sets, radios, phonographs and components. Justice said it asked for new order because GE has been defendant in more antitrust cases than any single U. S. company. Last February, GE was one of 28 firms convicted of fixing prices for heavy electrical equipment and, as result, now is facing FCC inquiry on license renewals for GE's WRGB (TV) and WGY Schenectady, N. Y. (BROADCASTING, Nov. 6).

AAAA meeting April 26-28

American Assn. of Advertising Agencies has set April 26-28, for its 1962 annual meeting, at the Greenbrier, White Sulphur Springs, W. Va. Also attending will be 90 agency delegates, representing 45 countries, to AAAA's second international meeting of advertising agency leaders, which will be held in conjunction with annual meeting.

more AT DEADLINE page 10

WEEK'S HEADLINERS

Theodore L. Bates, founder of Ted Bates & Co., New York, reassumes post of chief executive officer. **Rosser Reeves,** agency's chairman, relinquishes duties of chief executive officer to devote more time to creative matters. Both executives have been with agency since its creation 22 years ago. Rudolph Montgelas is president, member of executive committee and director, and William H. Kearns, vice chairman of board, chairman of executive committee and director. Mr. Reeves, also an agency director, has been in creative department since founding of Ted Bates & Co., and is author of book entitled *Reality in Advertising,* which has had wide circulation in advertising field. Change is expected to give Mr. Bates more active role—he had been honorary board chairman for past six years—and relieves Mr. Reeves of many administrative responsibilities. Top Bates officials attributed no special significance to shift, noting that "the baton" rotates among Messrs. Bates, Reeves, Montgelas and Kearns at agency which places estimated $117.5 million yearly in tv and radio.

Mr. Bates

Mr. Reeves

Mr. Teter

Robert H. Teter, vp and director of radio, Peters, Griffin, Woodward, New York, resigns and three new vps elected to station representative's radio division. New vps are **Thomas Taylor,** account executive at Chicago office, who now moves to New York; **Vincent C. Piano,** promotion director, and **Lee Vanden-Handel,** eastern sales manager. All three report to H. Preston Peters, PGW's president. Mr. Teter, who also was board member at PGW, has been with company for past five years. He formerly was associated with Westinghouse Broadcasting Co. where, in 10-year period, he served successively as sales manager and later general manager, KYW Philadelphia, and as executive assistant to WBC president in New York. Mr. Taylor has been with PGW for past six years, Mr. Piano 2½ years, and Mr. Vanden-Handel three years. All have former station or rep backgrounds.

For other personnel changes of the week see FATES & FORTUNES

Collins to build space gear

Collins Radio Corp., Des Moines, Iowa, received $40 million contract to produce Apollo Spacecraft's telecommunications system. Award was made by North American Aviation, prime contractor for manned lunar space shot. Collins' was one of four subcontracts awarded by North American Aviation Friday.

Breaking down breaks

To help move additional 20-second tv-availabilities made possible by new 40-second station break, stations have come up with various devices including discounting on preemptible basis (usually at 50% of premium cost). Among station plans reported: Inclusion of 10-second news bulletin in way that gives advertiser extra identification. Add extra 10-second news message as premium but charge flat rate for 10-second commercial.

$226.7 million given to Ad Council projects

Estimated record $226.7 million of time and space was contributed by advertisers and media for public-service advertising of Advertising Council during past year. This compares with $181.9 million supplied in 1960 for advertising in national interest.

Circulation achieved through tv network commercial programs rose above 20 billion home impressions, according to A. C. Nielsen Co., council's annual report revealed.

Radio network and their advertisers contributed circulation of over billion home impressions to various public-service projects of council.

Lewis group buys WNLC

Richard Field Lewis interests have bought WNLC Laconia, N. H., for about $130,000. Purchase of 5 kw daytimer (on 1350 kc) was from Genevieve Wingate and associates who have owned outlet since 1934. Lewis interests include WINC and WRFL (FM) Winchester, WSIG Mt. Jackson and 60% of WFVA Fredericksburg, all Virginia; WAYZ Waynesboro and WHYL Carlisle, both Pennsylvania, and WELD Fisher, W. Va.

Broadcast symphony

Recording of Robert Maxwell symphonic suite, "The Broadcaster," composed for Nov. 27 dedication of Broadcast House, Hartford, is being made available to public in recorded form by WTIC-AM-TV.

Symphony had been given favorable reviews following first performance. It has been described as suitable theme for entire broadcasting industry. Composer is former concert harpist with WTIC orchestra.

Record consists of both monaural and stereo recordings of suite, one on each side. It is available for $1 sent by check or money order to WTIC Hartford 15.

Senate unit publishes Kennedy-Nixon debates

Last year's unprecedented series of four radio-television debates between presidential campaigners John F. Kennedy and Richard M. Nixon appear in Senate document published last week and made available to public.

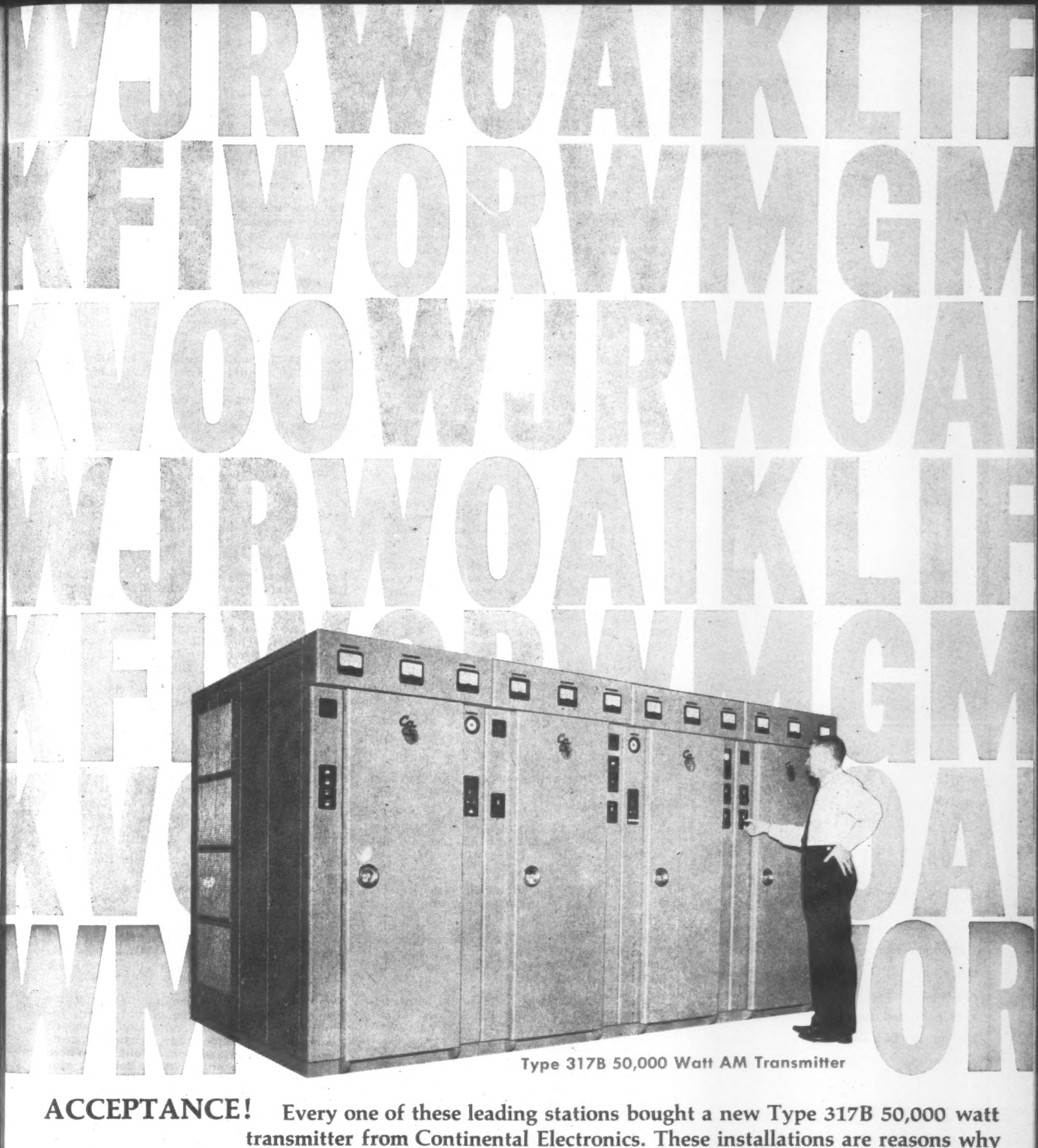
Document, Volume III in six-volume report being compiled by Senate Watchdog Subcommittee, also includes transcripts of all other radio and tv appearances of major presidential and vice presidential candidates. Copies can be obtained from Government Printing Office for $2.

Subcommittee staffers who compiled document say it contains "only completely accurate" transcripts of debates.

They say Kennedy-Nixon encounters were meticulously reproduced from audio tapes supplied by networks after errors were discovered in transcripts published immediately after debates.

Rep appointments...

- WILX-TV Lansing, Mich.: Young-Tv, New York, to represent station nationally.
- KOIL Omaha and KISN Portland, Ore.: H-R Representatives Inc., New York, as national representative.
- WEMJ Laconia, N. H.: Breen & Ward, New York, as national representative, and Nona Kirby, Boston, as New England rep.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Type 317B 50,000 Watt AM Transmitter

ACCEPTANCE! Every one of these leading stations bought a new Type 317B 50,000 watt transmitter from Continental Electronics. These installations are reasons why you should consider the years-ahead design and quality of Continental transmitters. They are reason enough for you to investigate the preference, reliability and maintainability of Continental Electronics transmitters and related equipment.

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NEW
YORK
RADIO
think
wmca
is

wmca
THE VOICE OF NEW YORK
570 kc
the straus broadcasting group

Represented by
AM Radio Sales

The New

1961-62

BROADCASTING YEARBOOK

"The one-book library of TV/Radio"

Designed to meet your specialized needs, the all-new BROADCASTING Yearbook is the most complete encyclopedia-type book ever published for the business of broadcasting. It's 566 pages contain 46 separate directories.

And, among the new features, you'll especially like the new thumb index, separating the six major business areas of broadcasting.

Order your copy or copies *now*. $4.00 per copy. Supply is limited. *Broadcasting Yearbook, 1735 DeSales St., Washington 6, D. C.*

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

DECEMBER

Dec. 27-30—**American Statistical Assn.**, annual meeting. One session of the conference will be devoted to a panel discussion of the report submitted by the ASA's technical committee on broadcast ratings. This particular meeting is scheduled to begin at 2 p.m. on Wednesday, Dec. 27. Hotel Roosevelt, New York.

Dec. 27-29—**American Marketing Assn.**, annual winter conference. Theme is "The Social Responsibilities of Marketing." Biltmore Hotel, New York.

Dec. 28—**Radio, Tv, and Film Interest Group of the Speech Assn. of America**, afternoon meeting based on question: "What is broadcasting in the public interest?" Chairman of meeting will be Walter Emery of Michigan State U., and participants are to be Howard H. Bell, NAB vice president, who will give the industry point of view, and Commissioner Frederick W. Ford of the FCC, who will present the government's idea. West Room, Statler-Hilton, New York, N. Y.

Dec. 31—Deadline for submission of nominations for the **Alfred I. duPont Awards**. Three awards are given: one recognizing a large radio or television station for outstanding programming in the public interest; one honoring a small broadcast station for similar excellence; and one citing a radio and television commentator for care in gathering news in the public interest. Nominations and supporting documentation should be addressed the Curator, Alfred I. duPont Awards Foundation, Box 1158, Lexington, Va.

JANUARY 1962

Jan. 6-14—**International Television Festival** at Monte Carlo, sponsored by the government of Monaco.

*Jan. 11—FCC Chairman Newton N. Minow speaking on "Uhf and the All-Channel Receiver." National Press Club luncheon, Washington.

Jan. 12—**North Carolina AP Broadcasters Assn.**, annual meeting. Carolina Inn, Chapel Hill, N. C.

Jan. 15-19—**American Management Assn.**, "Effective Advertising" course for management, held in New York for the first time. Hotel Astor, New York.

*Jan. 17—**Advertising Council**, 20th anniversary dinner, Waldorf-Astoria Hotel, New York.

Jan. 17—Awards presentation of the **International Television Festival** at Monte Carlo. Gold Nymph awards will be presented for outstanding tv programs. The Opera House, Monte Carlo, Monaco.

Jan. 19—Educational Foundation, **American Women in Radio and Television**, board of trustees meeting. Savoy-Hilton Hotel, New York.

Jan. 19-21—**American Women in Radio and Television**, board of directors meeting. Savoy-Hilton Hotel, New York.

Jan. 19-21—**Advertising Assn. of the West**, annual conference. Hotel Californian, Fresno.

Jan. 20-21—**Retail Advertising Conference**, 10th annual meeting. Goals of the meeting are to bring advertising ideas, information, news and people together; and to increase advertising creativity. Miles David, RAB vice president will speak for radio, and Norman Tatman of Patterson Fletcher, Fort Wayne, Ind., will represent television. Palmer House, Chicago.

Jan. 21—**Iowa AP Radio & TV Assoc.** meeting. Des Moines.

Jan. 23—Final phase of **FCC** hearing on network tv programming practices and policies. Spokesmen for the three tv networks will testify before FCC *en banc*. Washington, D. C.

Jan. 23-25—**Georgia Radio-Tv Institute**, under auspices of GAB and U. of Georgia. 17th annual program. Featured speakers include: Pierre Salinger, Clair McCollough, Sol Taishoff and Ann Corrick.

*Jan. 25-27—**South Carolina Broadcasters Assn.** 15th annual convention. Holiday Inn, Sumter. South Carolina AP Broadcasters Assn., which had originally scheduled its meeting in Columbia Jan. 26 has rearranged plans to hold meeting in conjunction with SCBA's winter session.

Jan. 29-Feb. 3—**NAB board committees** Jan. 29; Joint Board Jan. 30; Radio Board Jan. 31; Tv Board Feb. 1; Joint Boards Feb. 2. Far Horizons Hotel, Long Boat Key, Sarasota, Fla.

FEBRUARY 1962

Feb. 1—Deadlines for entries to the **Headliner Awards** contest, offering prizes for newspapers and radio-tv stations for excellence in news programming or preparation, and general public affairs service. Mail entries to Mall Dodson, executive secretary, National Headliners Club, Convention Hall, Atlantic City, N. J.

Feb. 1—Deadline for entries for the **American Tv Commercials Festival**. Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

Feb. 2-3—**Minnesota School of Journalism**, Minnesota U., 15th annual radio-tv news short course, sponsored in association with the **Northwest Radio-Television News Assn.**, and the **Radio-Television News Directors Assn.** U. of Minnesota campus, Minneapolis.

Feb. 4-13—**Advertising Recognition Week**.

Feb. 5—Deadline for comments on **FCC**'s proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233). Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231). (Rescheduled from Dec. 4).

Feb. 5—Deadline for comments on **FCC**'s proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229). (Rescheduled from Dec. 4.)

Feb. 5—Deadline for comments on **FCC**'s proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wisc. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Feb. 6—Advertising Committee of **U. S. Commerce Dept.** Department headquarters, Washington, D. C.

Feb. 7—**Western States Advertising Agencies Assn.**, annual awards luncheon for the "advertising citizen of 1961." Ambassador Hotel, Los Angeles.

CKRCCKRMKPAMKNXCJCA
CKCKCJNBCJADCKSBCKXL
YVLLKDKAKMOXCMZWCAU
KFIKCBS WBBM WOR YVKY
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YVLLKD MZWCAU
KNXKC RYVKY
CKYKOA WMGM
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MONDAY MEMO from J. S. SPAULDING, Southern California Gas Co., L. A

For over two decades, good music has been good business

Repetitive research has shown over the years that public service corporations usually have two strikes against them in relation to their customers. One is the negative attitude associated with a monopoly, even if legal. The other customer attitude attaches to rates. No matter what a utility charges, the rates are always "too high."

In a broad sense these two specifics go hand in hand. When explored in depth, such attitudes stem from an unexplained feeling that, first, there is no choice—that one is forced to use the one utility service available; and, second, that since such services are a necessity they should be made available almost to the point of no profit. Our own utility service is confined exclusively to serving natural gas to the homes and industries of Southern California.

Referring to rates again, one might simplify one of the unreasoned attitudes in this fashion: "God made the gas and you people have the nerve to charge for it." Fortunately, this kind of thinking represents less than 4% of those periodically interviewed. For the most part, attitudes toward utilities are shaped by satisfactory service calls, stable rates and the long-range effects of consistent advertising.

Radio for Glamor ▪ All major media except radio had been used by our company up to the year 1940. Radio seemed a glamor medium then. It appeared a little out of reach for our budget if it were to be used profitably. But at this time, with a little original thinking by a few people represented by our advertising agency, the management of radio station KFAC-AM-FM Los Angeles and our own company, we hit upon the notion that if we contracted for bulk time spread across the evening hours during the week and uniformly throughout the year that we could secure some audience acceptance by using only the best recorded classical music available.

Admitting in advance that perhaps such an audience would be long-haired and small, we held our initial broadcast Oct. 1, 1940, 8-10 p.m. We are now in our 22nd year of broadcasting our *Evening Concert* at 8-10 p.m., Monday through Saturday. The immediate public response to the program was a complete surprise because we found that the appreciation and appetite for classical music extended to all ages and economic groups. Our concepts of the character of the audience were completely revised.

Why It Works ▪ In retrospect, it's easy to conclude that the success of this radio program is based on several factors: (1) the dependability of the time slot; (2) the frequency; (3) the character of the music, which never drops to the popular level; (4) the balanced arrangement of each two-hour program; (5) the commercials, which are limited to three at low pressure in the two-hour period; (6) the personality of the announcer.

Our announcer and program arranger, Thomas Cassidy, now in his 18th year with the program, is knowledgeable and accomplished in music itself and has the necessary talent, particularly in pronunciation of foreign names and titles. This ability has been frequently commented on by those of foreign extraction. Certainly, the lack of such ability has often been fatal to other programs classical in nature.

One might ask, therefore, whether good music is good business. As mentioned at the outset, periodic research consistently brings forth voluntary responses from interviewees who are asked, "What comes to mind when you think of the gas company?" The radio program mention is always a significant finding.

Music and Rates ▪ This showed up not so long ago when continuing inflation caught up with our business and we had to file with the State Utility Commission for an increase in rates. Many people wrote in on gas bill stubs, postcards and individual letters that they thought we should have an increase in rates since everything else had gone up. It was astonishing, too, to see the recurring statement, "We always figured we were paying for the *Evening Concert* and that we got our gas free."

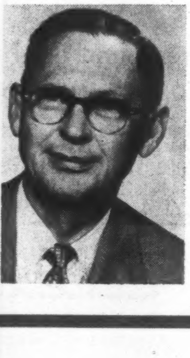
This warm emotional attitude, developed almost exclusively through the *Evening Concert* programs, has become the second largest component in (if I may use this badly mauled word) our corporate "image." The first component is personal contact with the service man.

In more than 21 years of its existence, the *Evening Concert* program continues to find new listeners among the continuous migration to Southern California. Notwithstanding this growth in population and audience, we still hear from many of the original audience who write with considerable pride about the long years of their devotion.

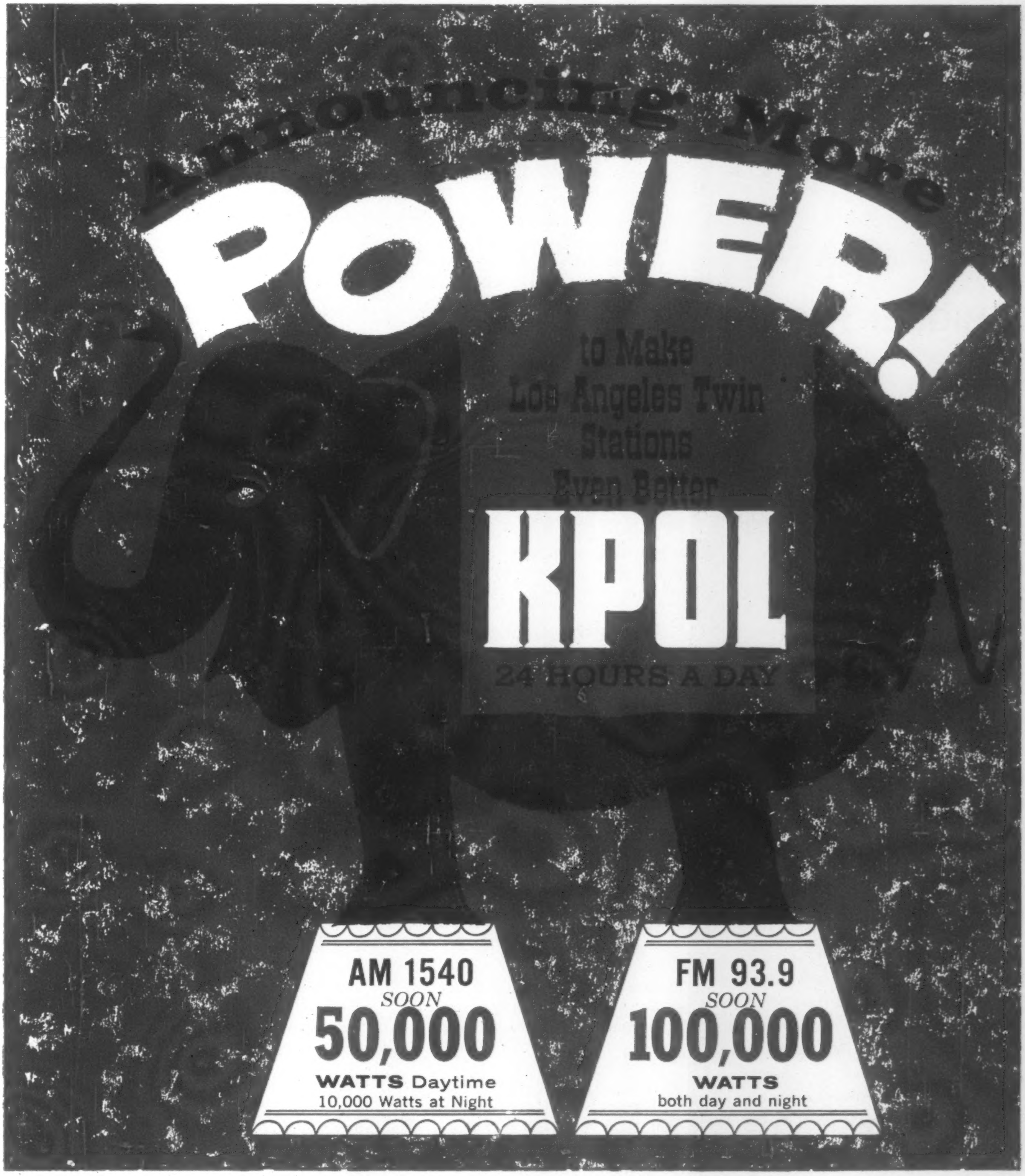
The resources of KFAC's library are a fundamental element of the strength and good health of the program itself. Over 100,000 titles are available and the list is growing. The programming is started two months in advance to arrange, balance and time over 50 hours of broadcasting a month. In addition, the program for 13 years has broadcast the opening concerts of the Hollywood Bowl and Los Angeles Philharmonic, together with one additional concert in each series. These have been broadcast stereophonically over both the am and fm facilities of KFAC. In fact, it is probably the first radio program in the U.S. to broadcast a major symphony orchestra stereophonically.

Costs Are Low ▪ Once in a great while we are asked if such a program isn't terribly expensive. Most questioners are satisfied with the explanation that the program is recorded, but if a customer speculates on the cost with respect to his own gas bill, he is almost incredulous when we tell him that a 4-cent stamp more than covers the cost for each customer for an entire year. He agrees this is not excessive for 626 hours of classical music available in his home or automobile.

Thus, when our announcer, Mr. Cassidy, was awarded a scroll on Oct. 31 by the Los Angeles County Board of Supervisors for helping to raise the cultural and educational level of our large community, we were assured again that good music is good business. This is public service at its best.



As advertising manager, J. S. Spaulding has directed the advertising of the natural gas utilities in Southern California for over 30 years. After serving as a World War I pilot in France, he completed his education at Cornell and became advertising manager for the original Fox Film Corp. in Australasia. Several years of national advertising agency work in California followed. He joined Southern California Gas in 1930 and has served ever since, except for WW II flying duty.


Announcing More
POWER!
to Make
Los Angeles Twin
Stations
Even Better
KPOL
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AM 1540
SOON
50,000
WATTS Daytime
10,000 Watts at Night
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SOON
100,000
WATTS
both day and night

THE DIFFERENCE IS THE MUSIC. Great popular music, attractively arranged to appeal to adult listeners and higher income families, is played around the clock.

NEWS ON THE HOUR—Headlines on the Half Hour—and commercials only on the quarter hour, is the effective music and news format that produces maximum sales and inquiries for advertisers. For all the facts, call WEbster 8-2345 or write Coast Radio Broadcasting Corporation, 4628 Wilshire Blvd., Los Angeles 5, Calif.

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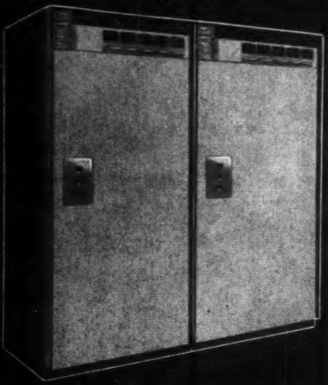

FM's Most Powerful Transmitter! ITA's 35 kw FM Transmitter is designed to fill in coverage weak spots—blanket any area with POWER at a price you can afford. Offers these features: • Stereo and Multiplex Provisions • Grounded Grid PA That Needs No Neutralization • Silicon Rectifiers • Power Cutback to 5 kw • Free Installation Supervision. Examine its features ... step up to the best high power FM transmitter ever made. For complete information write ITA Dept. BI-4.

ITA
ITA Electronics Corporation
BROADCAST DIVISION
Lansdowne, Pennsylvania

OPEN MIKE®

Virginia market story

EDITOR: I compliment you on the excellence of your article. We are most proud to have had a part in your overall work on it.—*Douglas P. Smith, director of public relations, Virginia State Chamber of Commerce, Richmond.*

EDITOR: . . . a beautiful job. *Warren L. Braun, assistant general manager, WSVA-AM-TV Harrisonburg, Va.*

[Reprints of BROADCASTING's special Virginia market study are available at 20 cents per copy or in quantities: 100 for $17.50, 200 for $27.50, 300 for $35, 400 for $42.50, 500 for $50, plus express or mailing charges.]

KVOS-TV representation

EDITOR: . . . In the "rep appointments" column (BROADCAST ADVERTISING, Dec. 4), you have listed KVOS-TV Bellingham, Wash., as being assigned to Peters, Griffin, Woodward. . . . Sumner-Byles Inc. has been appointed the representative for New York and the East Coast, and PGW has been assigned the representation for the rest of the country. . . .—*E. S. Sumner, president, Sumner-Byles Inc., New York.*

Down the wrong pipe

EDITOR: You list WNEW-TV as feeding *Jack LaLanne Show* to WUHF (GOVERNMENT, Dec. 11). Please note that WOR-TV, ch. 9, makes this feed.—*Barney Boyle, operations director, WOR-AM-TV, New York.*

Ancient lore

EDITOR: I have just read with consuming passion the Dec. 11 MONDAY MEMO from Dr. Jaye S. Niefeld. This should be the beginning of a campaign by the broadcast industry to fight with vigor the criticizing press.

Dr. Niefeld's one-week comparison survey points out in fact what we in broadcasting have known for a long time: that newspapers are the most degenerate form of journalism. . . . —*Bob Humphreys, sales manager, KSRV Ontario, Ore.*

Reverberation sound

EDITOR: . . . Your story on "Surrounding Sound" (PROGRAMMING, Dec. 18) started with, "Something new has been added to broadcast sound. . . ."

WGGG has had this type of sound enhancement in operation for nearly a year—and we were influenced in adding it to our overall sound by several stations around the country that have been using reverberation for years. Our unit is a two-part device—a magnetic tape loop used for accent and a reverberation unit from a Hammond organ. . . .—*Gene Bardo, chief engineer, WGGG Gainesville, Fla.*

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EDITOR AND PUBLISHER
Sol Taishoff

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Bureaus

New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: David W. Berlyn; ASSOCIATE EDITOR: Rocco Famighetti; STAFF WRITERS: George W. Darlington, Richard Erickson, Diane Halbert; ASSISTANT: Frances Bonovitch.

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IN RADIO

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create a friendly sales climate

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19.6 Net Z

ABC-TV Net Y

16.2 18.9

A do-it-yourself rating service.

You connect the networks with the right numbers—and there's your rating. Good clean fun for television buyers and their families. Got the answers? Check them: ABC-TV 19.6, Net Y 16.2, Net Z 18.9*

*Source: Nielsen 24 Market Report, Average Audience, Monday thru Friday, 7:30 PM—11 PM, week ending Dec. 10, 1961.

ABC-TV

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 25, 1961, Vol. 61, No. 26

WILL 1962 BE DOCUMENTARY YEAR?

■ Local sponsors begin to show interest in information shows
■ Producers and syndicators are jumping on the bandwagon
■ Question: Is there room for all in station schedules

More tv producers and syndicators are climbing aboard the documentary bandwagon.

They are taking their places alongside the tv networks in working toward an increased scheduling and sponsorship of public information shows. A sampling last week of companies so engaged indicates an abundant supply in 1962 of these programs aimed for local tv station presentation.

The projection for the new year, based on program series in production and those in blueprint, is that the local tv station will have a wide and diversified group of documentary-type programs from which to pick—probably more than it needs.

The Documentarians ■ Such well-known companies in the industry as Ziv-United Artists, Official Films, Storer Program Sales, Time-Life Broadcast Inc., and David Wolper Productions, already are involved in the production and/or distribution of such programs. A host of lesser-known companies is sensitive to what is considered to be "a new trend."

In addition, an industry project that is calculated to help swell the supply of public information programs is the Television Affiliates Corp. Under TAC, subscriber stations will be provided with "the best" of informational programs produced by other stations throughout the country. TAC will start supplying approximately 40 member stations with programs in January and anticipates its library will number 200 shows by the end of 1962.

The question that is nagging producers and distributors, logically enough, is: "How saleable are these programs?"

For the record, they insist the "environment" is "right" for public information programs and they contend their output is entertaining as well as informative. Keen competition is springing up among the various distributors—each claiming superior quality for its series—as they launch their sales campaigns to stations and advertising agencies.

A check by BROADCASTING of key program buyers for stations and of radio-tv directors at leading advertising agencies attests to a proliferation of pubic-information programs for 1962. But there is a divergence of opinion as to the saleability of such series. Stations and agencymen alike agreed there is scant likelihood that "factual" programming will attract regional or national sponsorship to any substantial degree. The local television station, they believe, is the prime prospect for syndicated informational shows.

Agencymen point to these factors mitigating against national and regional sales:

(1) In recent years there have been few such sales made even in the area of entertainment syndicated series, and, therefore, the opportunity for "the smaller-rated" documentary type is still more restricted.

(2) Prime time evening slots alone would satisfy a national-regional sponsor and these periods are scarce even for a first-run entertainment series because of network encroachment on the 7:30-8 p.m. and 10:30-11 p.m. time segments.

(3) The ratings that syndicated documentaries are likely to achieve do not appeal to advertisers.

On The Local Level ■ Program buyers questioned acknowledge there is "more interest" at the station level in such programs and some at least could find station acceptance and local advertising sponsorship. They are generally cautious about widespread purchases of factual programs, and cite these circumstances: (1) many stations prefer to produce their community-oriented programs, supplemented by the network

Tough judge talks back when ASCAP threatens

The American Society of Composers, Authors & Publishers got a jolt in its legal midriff last week.

Chief Judge S. J. Ryan, of the U. S. District Court in New York, reacted in reverse when ASCAP confronted him and the television industry with an ingenious threat to wreck negotiations for new music licenses. Present tv licenses expire Dec. 31. (See detailed story page 34.)

ASCAP's blockbuster was simple—it may not be able to license tv rights because it needs authorization from at least 80% of society members, and doesn't have them.

But this strategy backfired when Judge Ryan snapped back with some plain talk about the danger of brandishing authorizations, or their lack, before the court as a club.

What, he asked, would ASCAP think if he ordered the society to get out of television altogether.

Thus the arms-length jockeying of the All-Industry Tv Station Music License Negotiating Committee and ASCAP moved out of the conference room and into the halls of justice. Judge Ryan ordered a full-scale hearing to start Feb. 14.

ASCAP gets $19 million a year from tv, the biggest customer it has. Harried by these high fees, the all-industry committee is asking a new type of music license in which clearance-at-the-source will govern programs produced by theatrical film or syndicated tv film producers.

Put briefly, stations want a type of license adapted to the medium instead of the warmed-over deal picked up from early radio days. They're tired of paying ASCAP for performance rights on programs they don't produce and which often contain no ASCAP music. That's how the situation stood at the weekend.

offerings; (2) they are uncertain of the quality of the syndicated documentaries; (3) they insist the shows still have to compete with entertainment programs offered by distributors for scarce time periods and station budgets; (4) they feel there well may be an "oversupply" of such syndicated shows, and (5) they sense there is a "softening" of attitude on the part of the government, relieving pressure on stations for public-information programs. (One station operator said: "I get the definite feeling now that Minow doesn't think tv is a 'vast wasteland' after all.")

The nub of their observations amounts to this: local television stations can accommodate some of these programs and the outlook is bright for obtaining sponsorship by local advertisers. What program is purchased depends on the quality of the show, its price, and the sales and promotional effort exerted by the distributor.

Network Influence ▪ Undoubtedly the experience of networks in the public-information field has helped lay the groundwork. A quick glance at schedules indicates advertiser participation on these shows is at a high level, NBC-TV, for example, on a regular basis has more than a dozen advertisers this year compared to about three in 1960, according to a comparison of November schedules. That network's advertiser list in specials is twice as long. CBS-TV—based on a December comparison—continues with several advertisers in public-information shows. Generally its daytime schedule reflects more sponsorship interest and the evening remains firm. ABC-TV this year has more such shows but about the same advertiser strength (also in a December comparison.)

The advertiser lists on the three networks include companies with little in common in either advertising strategy or in types of products marketed. For example, Bell & Howell and General Mills; Prudential and Whitehall; Polaroid and Shulton. Yet still others do have a common ground, such as Texaco, Gulf and Socony-Mobil, and General Motors, its Frigidaire division, and Pittsburgh Plate Glass.

Usually the public-information show is less attractive than the entertainment show to most national advertisers and must stand in line (BROADCASTING, April 25, 1960).

Changing Times ▪ But some things are changing. Recent audience studies—and some agencies are taking note—trace the following: although public information shows ordinarily attract a smaller audience than regularly scheduled entertainment programs, differences on the average often are not too far apart nor prohibitive when figured on a cost-per-thousand basis. And note some buyers close to the situation: on the networks, the public-information show's average cost is even lower this season.

The most striking differences in the new syndicated informational programs are in their length and in the number of episodes. For several years, distributors have offered five-minute factual programs, and those of longer lengths numbering 12 or fewer segments. Many of those released for 1962 are of the half-hour (and even one hour-long) type and encompass 26 or 39 programs.

The filmed series generally use old film footage, brought up to date with new film or tape inserts. Others will be produced on tape. The cost of these series varies, depending on production quality and scope. David L. Wolper Productions' *Biography* series is reported to be budgeted for $28,000 per half-hour episode but station executives express the belief that this estimate is "quite high." Prices to stations also vary, but it is estimated that distributors are seeking about two-thirds of the price of a first-run entertainment syndication program of comparable production values.

Programs Available ▪ A summary of public information program activity of typical leading producers and syndicators follows:

OFFICIAL FILMS INC: Its main activity in the documentary area in 1962 will focus on *Biography*, a series of 39 half-hour episodes recounting the lives of noted people, for example, a Babe Ruth, a Thomas A. Edison, a Franklin D. Roosevelt or a Fiorello H. LaGuardia. *Biography* starts on stations during March. Official will continue *Almanac*, a five-minute show keyed to historic events of a particular day of the year, and *Greatest Headlines of the Century*, another five-minute program. Seymour Reed, Official president, challenges the viewpoint that documentaries are difficult to sell to regional advertisers, pointing out that Pacific Gas & Electric Co., San Francisco, through BBDO, San Francisco, bought *Biography* for seven California markets in advance of its release date. He predicts by the end of 1962 the program will be in "at least 200 markets."

Dag Hammarskjold (l) is one of the personalities scheduled as a subject for the hour-long series, "Perspective on Greatness," produced by Hearst-Metrotone News and distributed by BCG Films, Inc. The great temple Abu Simbel (c), was carved from Nubian rock 3,200 years ago at the command of Pharaoh Rameses II and is the subject of an "International Zone" special being produced by United Nations Television. Chet Huntley (r) is narrator for the NBC News special "The Many Faces of Spain," which was sponsored by Westinghouse on the network.

A scene from "The LaGuardia Story" (l), an episode in the David L. Wolper Production biography series currently distributed by Official Films. The new Ziv-United Artists production "Keyhole" (c), is produced and narrated by Jack Douglas showing real people combining authenticity with true situations. L. F. S. Burnham (r), leader of the People's National Congress, major opposition party in the Guiana government, is being interviewed on "Don't Label Me," a documentary produced for Intertel by the Canadian Broadcasting Corp.

ZIV-UNITED ARTISTS: Ziv-UA has released its initial program series, *Keyhole,* which it calls a "documatic." Produced by Jack Douglas on location throughout the world the 38-episode filmed series is a "candid photographic view of 'off-beat' individuals." The series has been sold in more than 20 markets for a January 1962 start. Ziv-UA has commissioned David Wolper to produce a 38-episode filmed series, *The Story Of—*, for distribution, starting in early spring. It will concern itself with the examination of individuals in a certain profession—football player, supreme court judge, paratrooper, disc jockey, or a symphony orchestra leader.

BCG FILMS INC.: This company is distributing *Perspective on Greatness,* 26 episodes of hour-long portraits of famed figures, such as John L. Lewis, Harry S. Truman, Gen. Douglas MacArthur and Alfred E. Smith. It is produced by Hearst-Metrotone News. Nat Gassman, BCG president, reports the series has been sold in 38 markets and has attracted such sponsors as Cleveland Electric Illuminating Co., Liebmann Breweries (Rheingold Beer) and Volkswagen.

TIME-LIFE BROADCAST INC.: An updated, half-hour version of *March of Time* films will be released soon. The 13-episode series is composed of *March of Time* footage plus new sequences taped at Videotape Productions of New York, and has Henry Cabot Lodge as host. Time-Life also is preparing a series in conjunction with Ogilvy, Benson & Mather, New York, called *Speaking of People.* The taped-filmed half hour series will center around "people in the news." Another project in preparation is periodic,

How special events can attract sponsors

Blair-Tv is working closely with the television stations it represents to evolve public information special events packages in 1962 that will be attractive on a year-round basis to national advertisers.

The station representative company already has a prototype: a KTTV (TV) Los Angeles omnibus of scheduled events, public-information programs, fast-breaking news events and two motion picture premieres. KTTV (TV) estimates that the package will reach a combined total of 68 hours of programming. The Liggett & Myers Tobacco Co. through J. Walter Thompson Co., has bought one-half of the package for an estimated $125,000 and Great Western Savings & Loan, Los Angeles, has bought the remaining half. The project will be launched on Jan 2.

Three other Blair-represented tv stations — WFIL-TV Philadelphia, WNBF (TV) Binghamton, KOA-TV Denver—have blueprinted year-round public-affairs-special events packages that Blair-Tv currently is offering to advertisers. Ten other stations are in the process of compiling similar year-long schedules of programming.

Two months before FCC Chairman Newton N. Minow's "vast wasteland" speech, Blair-Tv already had decided to try to induce national advertisers to sponsor programs of community interest. The company chose Ralph Allrud, one of its senior salesmen, to head its special projects division, although Blair-Tv account executives in all of its offices work closely with him. The division, at the outset, concentrated on obtaining national sponsorship of special events covered by stations (the World Championship Timber Carnival by KGW-TV Portland, Ore. and the International Beauty Congress by KTTV [TV], for example). In recent months, the division has set its sights on the year-round concept, but, of course, has not forsaken the area of single sales.

Effective Competition ▪ Blair-Tv salesmen are armed with facts and figures designed to show that informational programs can compete effectively with entertainment shows for audiences. But, in addition, they stress that national sponsorship of such programs can help build up the advertiser's corporate image in local communities to levels attained by many local advertisers.

In New York, Mr. Allrud and his colleague, Earl Thomas, direct their selling efforts to the advertiser himself and to the agency account executives, except for those agencies whose timebuyers are a factor in media planning and strategy. Blair-Tv salesmen in the field follow a similar sales tactic.

Other station representative companies, Mr. Allrud observed, have expressed interest in the Blair-Tv approach, and he added: "We hope others will jump in. The more 'sell' that is exerted on a new concept, the sooner and more widespread will be its acceptance."

hour-long documentaries on "the great men of our times," with Bob Drew as producer.

STORER PROGRAM SALES: With Pathe News serving as producer, Storer Program Sales is distributing 130 five-minute programs, titled *Men of Destiny,* which are vignettes of noted world figures. Storer's most ambitious undertaking in 1962 will be a Storer-financed half-hour series on the history of Communism. Research on this project is now under way and production will begin within a few months.

WESTINGHOUSE BROADCASTING CO.: In 1962 six hour-long Intertel programs will be produced by the International Television Federation, of which WBC is the American member. Others are Associated-Rediffusion of Great Britain, Australia Broadcasting Commission and the Canadian Broadcasting Corp. WBC holds U.S. rights to Intertel and 1961 episodes are carried on 14 commercial and 55 educational stations (see story this page).

B. F. NIELSON ASSOC.: A comparative newcomer to the ranks of tv producers, it will begin production in January on a 26-week, half-hour series, tentatively titled *Communism: World-wide,* which will be narrated by Bob Considine. The series will deal with world-wide Communist infiltration. It will utilize film footage of the Film-video Releasing Corp., New York, in addition to film obtained from other sources. Joseph Mawra will be executive producer.

TELEVISION AFFILIATES CORP.: Formed as a wholly-owned subsidiary of the Trans-Lux Corp., TAC in January begins operations with 22 station members. Member outlets will carry "the best" of informational and cultural shows produced by tv stations throughout the country. Station members pay a fee each year, depending on the size of the station. Producer stations earn revenue, depending on the number of programs used, the frequency of their use and the stations on which they are carried. Robert Weisberg, TAC president, said 35 programs are being sent to member stations for airing the first three months of 1962 and 25 programs will be added during each quarter of the year.

TAYNOD PRODUCTIONS: Partners Sherril Taylor and Jody Nodland, who are producing the five-minute *Kukla & Ollie* show on NBC-TV, are preparing a medical semi-documentary in which a general practitioner and a specialist discuss an illness with a patient. Taynod also is preparing a half-hour series to be taped on location throughout the country, emphasizing local folkways.

HOLBROOK PRODUCTIONS: Burton Benjamin and Isaac Kleinerman, executive producer and producer respectively of CBS-TV's *Twentieth Century,* have formed Holbrook to produce dramatic "factuals." They have prepared the following series for 1962: *D. F. C.,* A half-hour film series dramatizing the personal heroism of holders of the distinguished flying cross; *The Men Who,* 22 half-hour programs dramatizing the lives of outstanding world figures; and a one-hour tape-and-film show dramatizing a front-ranking non-fiction book selected by the Book-of-the-Month Club.

Another source of public informational programs that is expected to expand its output in 1962 is the individual station. Outlets such as WPIX (TV) New York, WFIL-TV Philadelphia, WNEW-TV New York, WGN-TV Chicago, KTTV (TV) Los Angeles and WTTG (TV) Washington, are typical of stations in the U.S. producing public information programs for their own markets but aware of potential value to other stations through syndication.

WASHINGTON D. C. TELEVISION & RADIO PROGRAM SERVICE, INC.: G. Bennett Larson, former president of KTVI (TV) (now KCPX) Salt Lake City, will produce a weekly series of one-hour condensations of top congressional and administrative hearings. The series, to be called *United States Hearing Highlights,* will be recorded on film and tape for television and radio. The first program will offer highlights of FCC hearings on network practices, scheduled to resume in New York on Jan. 23.

Intertel plans new set of hour documentaries

The council of the International Television Federation (Intertel) has voted at a meeting in Sea Island, Ga., to produce a second cycle of one-hour tv documentaries on nations in transition. Designed for broadcast in 1963-64, the productions will be an addition to the 12 programs already produced or being planned for the 1961-62 season.

The Sea Island session was the first held in the U.S. by Intertel, a corporate non-profit organization, founded more than a year ago to advance the understanding of world problems among the English-speaking nations. Intertel members are Associated Rediffusion Ltd., of Great Britain; Canadian Broadcasting Corp.; Autralian Broadcasting Commission; Westinghouse Broadcasting Co., and National Educational Television Network (NET).

Intertel's productions for 1962 include: an examination of Turkey under its new leaders; "America Abroad," a study of American aid in Cambodia, South Vietnam, Pakistan and Ghana; racial integration in the U.S. as it looks to reporters outside the U.S.; "Living With a Giant," an examination of Canadian-American relations; a report on Mexico, and "The Last Paradise," a closeup of Tahiti. Another project is the production of four one-hour specials, featuring interviews with outstanding leaders in Intertel's member nations.

It's estimated that the first three Intertel programs aired in the past year have been seen by a total audience of more than 42 million viewers. The programs were broadcast in prime evening time by all of the participating members in the U.S., Canada, Australia and Great Britain. "Don't Label Me," a program about British Guiana and its premier, Cheddi Jagan, produced by CBC, is now being distributed to Intertel members.

Buyers: viewers

A survey to be released tomorrow (Dec. 26) by TVAR indicates that housewives who spend the most money for groceries constitute the largest category of women viewers.

The survey, conducted in eight major tv areas by Pulse, reveals that 86% of the women in the "top spending" category watch television over the course of the day, as against 83% of "average" spenders and 75% of "light" spenders.

In the daytime 62% of "heavy" spending viewers watch tv, 46% of "light" spenders and 55% of "average" spenders. At night 77% of "heavy" spenders watch television compared to 67% of women in "low" spending group and 74% of the women who are classified in the "average" group.

In the eight TVAR markets, those classed as "heavy" spenders account for 40% of the money spent by all housewives each week for food and household products. Their average weekly expenditure of over $41 compares with only $12.56 for the "light" spenders who are responsible for only 12% of the total dollars expended by housewives for these items.

A total of 3,200 housewives were interviewed in television homes in the eight TVAR markets of Boston, Baltimore, Washington, Charlotte, Jacksonville, Pittsburgh, Cleveland and San Francisco.

GEORGE
GORSON
LIBERTY
CAMENISCO

It's BROAD Street in PHILADELPHIA . . .

KNOTT BUILDING

It's MAIN STREET in Ohio's Third Market

When the Declaration of Independence was penned in Philadelphia, the confluence of the Miami and Stillwater Rivers (where Dayton is now situated) was a poor place to be for a man who valued his scalp. ■ So this market is decades younger than many and often quite different in its ways. Many of its towns call their main street Main Street, and vigorously resist occasional efforts to call them something classier. ■ Not that this is odd. It is typical. But not so typical is WHIO's (TV, AM, and FM) constant effort to tune itself in on local attitudes, so that more and more people tune *us* in. And it works, as reliable statistics prove. More people listening or viewing the station that programs more of their particular interests. ■ Another nice thing to know about this multitude: money. Generally more of it than the people in any other Ohio Market. Ask George P. Hollingbery.

DAYTON, OHIO WHIO-AM-FM-TV

*Associated with WSB, WSB-TV, Atlanta, Georgia
and WSOC, WSOC-TV, Charlotte, North Carolina*

WHIO
AM—1290 KC
FM—99.1 MC

WHIO-TV
CBS
Channel 7
Dayton Ohio

Reversing charges on tv's phone bill

TELEVISION, AT&T'S BEST CUSTOMER, IS A MUST FOR BELL COMPANIES

Television, AT&T's biggest private client, is finding AT&T and its associated Bell System companies to be a good customer in return, as the table below indicates. And in words as well as dollars television gets a glowing tribute as an advertising medium in the publication from which the table is taken, an AT&T publication called "Current Developments in Public Relations Activities."

The message "Television is a 'Must Buy' in Telephone Advertising Programs" gets full-cover treatment in the November issue of the publication, prepared "for exchange of ideas and experiences among Bell company public relations people and for the information of others in the System concerned with customer and public relations." Under the same headline a six-page sequence of articles traces the growth of television and of AT&T and Bell companies' uses of it, and summarizes why they buy what they do.

The Bell System companies' 1961 tv budgets, shown on the top line of the table, add to $9,313,000, virtually all in spot. In addition, AT&T's television spending during the first nine months of 1961 amounted to $1,328,000 in network gross time billing, according to TvB. AT&T spending appeared to be running at about the same rate as in 1960, when TvB estimated its gross time expenditures at $1,904,000 for the full year.

The "Current Developments" article notes—and the table also indicates—that the Bell System companies generally tend to use spot announcements more heavily than regular or special programs. Seven of the twenty use spots exclusively. The rest use at least one program form in conjunction with spot announcements, and two companies—Southern Bell and Illinois Bell—use both regular and special programs along with spots.

Programs Used ▪ Among regular programs, weather shows are the most popular tv vehicles for Bell companies. Bell of Pennsylvania has nine daily weather programs spread over stations in six cities (Philadelphia, Pittsburgh, Scranton, Lancaster, Harrisburg and Altoona) to promote extension phones, long-distance, Yellow Pages and selected business services, and in addition carries prime-time spots for Yellow Pages in the Wilkes-Barre market. New York Telephone has weather shows in New York, Buffalo, Syracuse and Utica. C&P-Maryland uses weathercasts two nights a week "and is pleased with the results," which have included 15,000 mail responses to the recent offering of a weather booklet.

Southern Bell uses newscasts as well as weather shows and also sponsors *Auburn Football Review* on Sunday afternoons during the football season. New England Telephone uses daily newscasts, while the Ohio company puts more than half its tv budget into news, sports and weather programs in prime time.

Dramatic shows on television are not used by Bell System companies, except in one instance. Michigan Bell is that exception, according to the AT&T publication, which lists that company as the sponsor of a regular dramatic feature, *Telephone Story Hour*, carried on six stations in that midwestern area on an every-other week basis.

Among special programs, the Illinois company sponsors four one-hour *I See Chicago* documentaries each year, while Bell of Pennsylvania and Indiana Bell sponsor annual basketball events. Special Christmas shows are sponsored by these Bell companies: Wisconsin, South-

How much and how Bell System companies spend in tv are shown here. It shows total tv budget for each company; how it's split among various services and between spots and programs; kind of spots; production activities; and time periods used.

		New England Telephone & Telegraph	Southern New England Telephone	New York Telephone	Bell Telephone Co. of Pa.	Chesapeake & Potomac Telephone
Current tv ad budget, including YP, in dollars (000)		$499	$67	$1,098	$589	$85
% change from 1960 budget		— 7.9	+13	— 5	+15.3	+ 31
% division of current tv ad budget	Yellow Pages	37.4	....	41	40	100
	Institutional (Including value-use)	3.0	....	14	....	....
	Long distance	4.5	....	23	20	....
	Sales or promotional	54.1	99.7	19	40	....
	Other	1.0	.3	3	....	....
% of tv ad budget devoted to:	Special programs	....	.3	....	....	....
	Regular programs	19.5	....	80	98.2	....
	Spots	82.5	99.7	(2) 20	1.8	100
Tv spot lengths normally used	10 seconds	No	No	No	No	(4)
	20 seconds	Yes	Yes	Yes	Yes	No
	60 seconds	Yes	Yes	Yes	Yes	No
Producing local tv spots		No	No	Yes	Yes	Yes
Producing program commercials		Yes	No	(3) Yes	Yes	No
Time periods purchased for promotional spots	Prime	Yes	Yes	Yes	Yes	....
	Other	No	Yes	Yes	Yes	....
Time periods purchased for long distance spots	Prime	....	....	Yes	Yes	....
	Other	....	....	No	Yes	....
Time periods purchased for Yellow Page spots	Prime	Yes	....	Yes	Yes	Yes
	Other	No	....	Yes	Yes	No

*Includes national tv.
(1) LD spots used only with news; weather programs.
(2) 20% of general promotion budget is used for spots; 100% of YP budget is spots.
(3) All weather show commercials are "live."

western, Southern New England and Pennsylvania.

In a "Closeup on Spot Tv Buying," the magazine reports that the companies usually are shooting for large audiences in buying prime-time spots, sometimes tying in with the lower long-distance calling rates that are in effect at night, while some companies rely more on flights than regular schedules to get more diversified audiences at low cost-per-thousand.

Buying at the Networks ▪ AT&T, whose annual income from the three television networks has been estimated unofficially at about $35 million, is sponsoring 14 *Bell Telephone Hour* programs, a few films in its *Science Series* in its 1961-62 network tv schedule.

This is in addition to three 90-minute specials devoted to the subject of space exploration.

Business briefly...

Miller Brewing Co., Milwaukee, has bought *Good News with Alex Dreier,* new ABC radio show which starts Jan. 1 (Mon.-Fri., 10-10:10 p.m., EST). Agency: Mathisson & Assoc., Milwaukee.

S. C. Johnson & Son Inc., Racine, Wis., has ordered nearly 150 national spot tv commercials in key markets for "Klear" floor wax during a four-week campaign starting Jan. 15, 1962. Agency: Foote, Cone & Belding, New York.

Mattel Inc., Hawthorne, Calif., through Carson/Roberts, Los Angeles, will sponsor *Matty's Funnies With Beany and Cecil,* new half-hour cartoon series, on ABC-TV, Saturdays, 8-8:30 p.m., starting Jan. 6. Produced by Snowball Inc., the series is based on characters originally created for tv by Bob Clampett, whose "Time for Beany" show won three emmys following its Los Angeles tv debut in 1949.

Golden Grain Macaroni Co. (Rice-a-Roni) will devote the major part of its 1962 advertising budget of nearly $1 million for a 52-week schedule on ABC-TV, following a fall campaign of 20-second spots on five of that network's programs: *American Bandstand, Queen for a Day, Who Do You Trust?, Seven Keys* and *Camouflage.* "Spectacular" results of that test campaign caused the company to sign for the year-round schedule using twice-weekly spots on the same ABC-TV daytime programs beginning Jan. 1, Paul De Domenico, advertising manager, said. Agency for Golden Grain is Interpublic Inc., San Francisco.

Ford Div., Schlitz Brewing Co., Bristol-Myers Co. and **Carter Products,** have

Chesapeake & Potomac—Md.	Chesapeake & Potomac—Va.	Southern Bell Telephone & Telegraph	Ohio Bell Telephone	Cincinnati & Suburban	Michigan Bell Telephone	Indiana Bell Telephone	Wisconsin Telephone	Illinois Bell Telephone	Northwestern Bell Telephone	Southwestern Bell Telephone	Mountain States Telephone & Telegraph	Pacific Telephone & Telegraph	Pacific Northwest Bell	Bell of Canada
$243*	$47	$707	$819*	$120	$433	$137	$126	$431	$246*	$757	$321	$2,149	$180	$259
+ 9	+ 5.4	— 5.4	— 4.7	+36	+37.7	— 1.5	— 8	+34.7	....	+ .9	+31.06	+ 7	—57	+ 8
23	49	41	23.7	28	35.6	32	33	......	....	54.4	50.1	27	2.2	56
3	....	6	12.2	....	22.9	19	5.6	34.4	....	5.3	......	29	.6	....
2	....	5	37.7	14	24.8	12	28.5	16.9	15	....	23.3	13	88.5	10.5
71	46	46	22.9	58	16.7	37	32.9	48.7	70	37.1	23.4	13	1.7	28
1	5	2	3.7	....	......	....	......	......	15	3.2	3.2	18	7.0	5.5
(5)	....	7	....	....	......	16	5.5	35	....	5	......	....	4.4	....
10	....	21	52.9	....	31.3	....	......	55	....	....	......	....	....	....
51	100	72	47.1	100	68.7	84	94.5	15	100	95	100	100	95.6	100
Yes	Yes	No	Yes	No	No	No	Yes	(7)	No	No	Yes	No	No	Yes
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	(7)	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Yes	Yes	Yes	No	No	No	(7)	Yes	Yes	No	Yes	Yes	No
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	(8) Yes
Yes	No	Yes	Yes	No	Yes	No	No	Yes	No	No	No	No	No	No
Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No
(6)	Yes	(1)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	....	Yes	Yes	Yes	Yes
(6)	Yes	(1)	Yes	Yes	No	No	Yes	No	No	....	No	No	Yes	No
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	....	....	Yes	Yes	Yes	(9)	Yes
No	Yes	Yes	Yes	Yes	No	No	Yes	....	....	No	No	No	(9)	Yes

(4) Uses 8-second spots.
(5) Remaining % is cost of national tv.
(6) Seldom buys time for LD.
(7) Uses Bell System spots.
(8) Also converts Bell System spots to French.
(9) Yellow Page commercials used only with special events programs.

signed to sponsor CBS-TV's *Sunday Sports Spectacular,* weekly 90-minute sporting events show, which returns for its third winter season Sun., Jan. 7 (2:30-4 p.m. EST). Agencies (respectively): J. Walter Thompson; Leo Burnett; Doherty, Clifford, Steers & Shenfield and Sullivan, Stauffer, Colwell & Bayles.

White King, Los Angeles, is introducing Forlic liquid detergent, said to beautify fingernails as it washes dishes, with a radio and newspaper campaign in Southern Calif. Nine stations—KDAY Santa Monica, KEZY Anaheim, KGIL San Fernando, KABC, KHJ, KLAC, KMPC, KNX, KRKD, all Los Angeles—will carry 280 spots per week for an eight-week period.

Agency appointments...

- Jeffery Martin Labs, New York, appoints Wermen & Schorr, Philadelphia, to handle its proprietary drug products (Compoz and Mr. Sleep) account. A strong schedule of spot radio will be used.

- Swift & Co., Chicago, moves refinery products account from Dancer-Fitzgerald-Sample to Leo Burnett Co., Chicago, starting Jan. 1. Burnett already handles other Swift business, but greatest portion of Swift advertising continues at McCann-Erickson.

- Quaker Oats Co., Chicago, to Lynn Baker Inc., N. Y., for Flako mixes and to Compton Adv., Chicago, for institutional, industrial and Aunt Jemima flour divisions. Clinton E. Frank Inc., Chicago, resigned business earlier this year.

- The Assn. of American Railroads, Washington, D. C., appoints Geyer, Morey, Madden & Ballard Inc., New York, effective Jan. 1, 1962. Gustav Kaiser, GMM&B vice president, was named account executive. The account has been at Benton & Bowles Inc., New York.

- Daisy Mfg. Co., Rogers, Ark., maker of non-powder guns and others sports gear, appoints D'Arcy Adv., St. Louis.

- Norge Div. of Borg-Warner Corp. to Clinton E. Frank Inc., Chicago. Account bills $1 million nationally in all media plus local co-op.

Toymaker's tv spots go to cancer campaign

The American Cancer Society last week received a tv Christmas gift worth an estimated $40,000 from Deluxe Reading Corp., Newark, N. J.

Henry Orenstein, president of the toy manufacturing company, turned over all of his company's tv spot time for 38 weeks to the society. Involved are 606 ten-second announcements on 15 tv stations in 10 states.

Beginning last Friday (Dec. 22), the spots will be used to educate the public about cancer's danger signs and its cures. When the society starts its fund-raising campaign in the spring, the commercials will carry an appeal for contributions for cancer research, education and service.

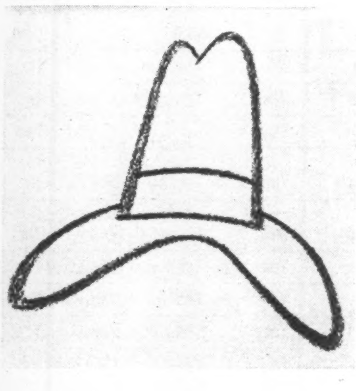
The spots will not mention Deluxe Reading Corp. Because the Communications Act forbids commercial announcements in which the sponsor is not identified, it was necessary to get special FCC permission.

The Zlowe Co., New York, is Deluxe Reading's agency.

COMMERCIAL PREVIEW: a hat gets top billing

A 10-gallon hat on an invisible Texan is the star of an animated commercial for State Farm Mutual Insurance Co. to be used on Texas stations. While the announcer's voice is heard discussing the merits of State Farm with the unseen Texan, the hat reacts in keeping with the tenor of the conversations: affirmative and negative movements on questions, disconsolate droops for bad news, perking-up motion for good news, a raised brim to denote delighted surprise, bouncing action to express exuberance, etc.

Only other components in the commercials are old-fashioned cash register tabs and a State Farm logo with heart outline that ultimately replace the hat in the frame.



The hat commercial was produced by Animation Inc., Hollywood, for Needham, Louis & Brorby, agency for State Farm.

TvB capitalizes on newspaper study

Television Bureau of Advertising last week offered counter claims to a recent newspaper study released by the Bureau of Advertising of the American Newspaper Publishers Assn.

In its December newsletter to members, TvB said the major findings of the study, "The Daily Newspaper and Its Reading Public" (BROADCASTING, Dec. 4), "come as no surprise to TvB members and to the many advertisers and agencies who have seen TvB's national Pulse study of newspapers and television (1956) and Media Dynamics study (E-Motion—1958)."

The newsletter, "Tv Business," shows comparisons of the newspaper study with tv figures—"and we win." The newspaper audience figures are lower than those TvB reported years ago, the newsletter continues, citing the following examples:

"Newspapers say 86.4% of households read on the average weekday. Our 1956 study said 91.5%. For comparison, we found tv viewed by 79.1% of households at a time when tv ownership was 76.7%. Tv ownership now 89.4% . . . tv viewing still larger.

"Newspapers say 79.7% of adults 21 and over read newspapers on an average day. Our 1956 study said 83.4% of adults 18 or older read. For comparison, our 1958 research showed 82.7% of all people (regardless of tv ownership) view in single day, over half of adults view during single hour.

"Newspapers say readership higher in metropolitan areas (90.8%), lower in rural areas (72%). For comparison, tv ownership now 92% in metropolitan areas, 88% in rural areas.

"Newspapers say readership low in South, 78%. For comparison, tv ownership in South is now 85%."

A dozen other highlights from the Bureau of Advertising's new study are similarly challenged in "Tv Business," which concludes its rebuttal with this statement: "So newspapers by their own measurement are smaller than television, and newspaper circulation is again proven not to be readership."

Rep appointments...

- WINF Manchester, Conn.: Frederick W. Smith, 15 W. 44th St., New York.

- WBRE-TV Wilkes-Barre-Scranton, Pa.: The Katz Agency, New York, as national representative.

- KQMS Redding, Calif.: J. A. Lucas Co., as representative on West Coast.

- KORL Honolulu, Hawaii: Torbet, Allen & Crane, San Francisco, as national representative.

holiday greetings from all of us to all of you

BROADCASTING
Cathie Abbott
Syd Abel
Earl Abrams
Frank Beatty
Steve Bell
Dave Berlyn
Frances Bonovitch
Larry Christopher
John Cosgrove
Joanne Cowan
Rufe Crater
Dave Cusick
George Dant
George Darlington
Jim deBettencourt
Jacques Dellavalle
Dick Erickson
Rocco Famighetti
Fred Fitzgerald
Frank Gentile
Dave Glickman
Diane Halbert
Gladys Hall
Chris Harageones
Gene Hess
Sid Hix
Harold Hopkins
Ed James
Doris Kelly
Art King
Barbara Kolar
Don Kuyk
Win Levi
Larry Littman
Edith Liu
Maury Long
Peg Longworth
Mark McWhiney
Hugh Macon
Eleanor Manning
Bill Merritt
Warren Middleton
Irv Miller
James Montagnes
Tack Nail
Dave Nicholas
Mal Oettinger
Ellen Reilly
Bruce Robertson
Bob Sandor
Ed Sellers
Harry Stevens
Virginia Stricker
Rosemarie Studer
Sid Sussman
Bob Swezey
Larry Taishoff
Betty Taishoff
Sol Taishoff
Hy Tash
Eunice Weston
Dave Whittlesey
Milton Wolf
Nancy Yane
Len Zeidenberg

TELEVISION
Jack Blas
Frank Chizzini
Ken Cowan
Robert Garsen
Morris Gelman
Debbie Haber
Al Kroeger
Barbara Landsberg
Eileen Monroe
Fredi Selden
Harriette Weinberg
Don West
Stan White

Reps warm to RAB's Test-Market Plan

TWO DOZEN HEAR SWEENEY ON $30 MILLION NATIONAL SALES PROJECT

RAB appeared last week to have picked up considerable support for its new Test-Market Plan in a special presentation for station representatives.

Although the plan primarily requires radio-station support, endorsement by the reps is important because many stations undoubtedly will solicit their reps' opinions before deciding whether to participate.

RAB President Kevin B. Sweeney made the special presentation at a meeting attended by about two dozen leading reps in New York last Monday (Dec. 18). Afterward he and other RAB officials extended their drive directly among stations by making similar presentations for broadcasters—both members and non-members of RAB—in Portland, Ore., and Seattle, San Francisco, Los Angeles and San Diego.

TMP, which RAB is "confident" will boost radio's national sales by $30 million (15%) within 18 months, is a plan by which RAB proposes to "prove" radio's sales effectiveness to the top 100 advertisers currently disposed to put the heft of their advertising budgets into other media (BROADCASTING, Dec. 4).

Custom Designed ▪ Following a pattern it has developed and tested over the past two years, the bureau would design —for each advertiser it approaches—a specific radio campaign tailored to the advertiser's individual marketing problems. RAB would designate the stations to be used, as indicated by research into the advertiser's needs, and would also have a voice in the preparation of the campaign commercials. RAB would then conduct research, if necessary, to show how well radio is solving the advertiser's problems.

RAB would work through the client's agency and through station representatives in traditional fashion, and both agency and reps would receive their commissions. But because the expenses of the project run so high—$50,000 or more in some cases—stations are asked to pay RAB 10% of any test billing thus received from RAB.

Mr. Sweeney made clear to the reps that TMP is planned for an 18-month run—from Feb. 1, 1962, through July 31, 1963—and that the 10% payment to RAB would apply only to test campaigns placed by RAB and conducted during this period. Tests that are renewed would carry no payment to RAB for the renewal period. And any tests that are still running on July 31, 1963, will carry no payment to RAB after that date.

No Deals ▪ Mr. Sweeney also emphasized that in placing these campaigns, RAB will "buy no deal," will not ask stations to deviate from their rate cards and will not ask for local rates for national advertisers.

He said that to get TMP under way, RAB needs at least 25 of the top 40 markets, including 7 of the top 10, designated as "test markets." To get this designation, at least 80% of the stations that are "likely beneficiaries" within a market must be (or become) RAB members and agree to pay the 10% fee to RAB.

Once the market list has been set, selection of markets for a particular campaign—and selection of stations within each market—will be based solely on "what our research shows to be best for the advertiser," Mr. Sweeney asserted. Business will be placed on RAB non-member stations as quickly as on RAB members whenever research indicates that non-member stations should be used, he said. But if the choice is betwen a member and a non-member "and all other things are equal," then the member obviously will be selected.

Mr. Sweeney called TMP the formula that provides "the answer to television" and "the answer to newspapers" in the fight for the advertising dollar. "In our opinion," he said, "this is the only way to advance spot radio dramatically in the next 18 months." He said it would not "save" spot radio but could move it forward substantially and go a long way toward reversing the "negative thinking" that some advertisers, and especially agencies, display toward radio.

Test Limits ▪ The minimum test RAB expects to accept under TMP is a $100,000 commitment over a 26-week period, using at least four stations. And in its presentations to advertisers the bureau will first seek commitments of at least $1 million. Mr. Sweeney estimated that test money alone could be expected to total from $5 million to $7 million.

The RAB president, who conferred with broadcasters in 11 potential "test market" cities during the second week of December (BROADCASTING, Dec. 11), said RAB plans to complete its meetings with stations by Jan. 10, by which time it will have covered at least 33 markets. He set Jan. 24 as the target deadline for commitments from stations agreeing to participate and to pay the 10% fee on business placed under TMP. Feb. 1 is to be the official launching date for the plan.

With the help of the 10% fees, he said, RAB can conduct 40 to 50 major tests a year, whereas only five or six will be possible if RAB has to carry all the weight of financing as it has done till now. He said that since August RAB has had to turn down 12 major advertisers who wanted to conduct TMP tests, because RAB lacked the funds to conduct the necessary research.

The questioning by reps following Mr. Sweeney's presentation was generally sympathetic to the plan. At least one leading rep—John Blair & Co.—already had endorsed the plan to its stations and offered to share with them the payment of the TMP 10% fee (BROADCASTING, Dec. 18).

Some reps indicated afterward that there might be some misunderstanding among them about whether their commissions on TMP-placed sales would be taken out before or after RAB's 10%.

RAB officials said they had no intention of asking the reps to depart in any way from accustomed practice—that RAB's 10% would come "off the top" but that, so far as the bureau had anticipated, the rep's and agency's commissions would be figured on the full amount of billing they ordinarily are based on. Thus the full 10% would be paid by participating stations. If any reps wish to help their stations share the costs, as Blair has offered to do, then that's for the reps and their stations to decide among themselves, RAB said.

Louisiana set count

Statistics compiled from final reports of the U. S. Census Bureau for 1960 showing basic population, household and radio-tv saturation for the state of Louisiana are printed on page 67. Other tables will be prepared by BROADCASTING as the information for states, counties and metropolitan areas becomes available during the winter.

The percentage saturation figures for radio and television are not considered directly comparable to 1950 census data because of variance in definitions and methodology. Publication of the state data was begun in the Dec. 18 BROADCASTING and will be continued until all states have been reported.

In general, representatives' reaction to the RAB session appeared to reflect enthusiasm for the type of advertiser presentation that RAB displayed as samples of its pitches to prospects, and for TMP's general approach.

Morris Kellner, radio sales vice presirent for The Katz Agency, said he was "very enthusiastic," considered the plan "a definite move in the right direction," didn't see how stations could afford to turn it down, and was urging Katz-represented stations to participate.

Privately, a number of other reps agreed with Mr. Kellner's general evaluations, but wanted a little more time before deciding whether to advocate participation to their stations.

Lloyd George Venard, president of Venard, Rintoul & McConnell, called the presentation "excellent"—"the type of presentation that built the advertising business"—and said, "We're giving the plan very serious consideration."

Frank buys control of Z-M-F

Cinton E. Frank Inc., Chicago, which already holds substantial minority interest in Zimmer-McClaskey-Frank Inc., Richmond, Va., has acquired the 50% interest formerly held by Henry M. McClaskey Jr., and Allen E. Zimmer, it was announced by Clinton E. Frank. The price was not disclosed. Mr. Frank becomes president of the Richmond agency while Hill Blackett Jr., senior vice president of Frank, becomes vice president and director of Z-M-F, and Carroll L. Cheverie, treasurer of Frank, becomes treasurer and director of Z-M-F. Robert K. Wallace continues as vice president and general manager of the Richmond agency. Reynolds Metals Co. is a client of both agencies.

SPOT TV BUYING REPORT: THIRD QUARTER & SEPT. 1961

ESTIMATED EXPENDITURES OF
NETWORK TELEVISION ADVERTISERS
BY PRODUCT CLASSIFICATIONS

	September 1961	3rd Quarter 1961	Jan.-Sept. 1961	Jan.-Sept. 1960
Agriculture & farming	$ 218,755	$ 501,275	$ 1,812,759	$ 1,506,263
Apparel, footwear & acces.	736,853	1,322,224	7,089,382	5,871,727
Automotive, automotive accessories & equipment	3,078,265	9,080,303	32,315,787	37,837,034
Beer, wine	469,990	1,350,042	4,562,574	6,060,148
Building materials, equipment & fixtures	304,944	342,280	2,830,420	1,736,118
Confectionery & soft drinks	981,784	2,590,234	13,448,783	10,602,337
Consumer services	195,655	1,023,524	4,199,632	2,600,011
Drugs & remedies	6,245,641	21,230,510	66,017,822	60,278,495
Entertainment & amusement	70,471	153,103	950,373	842,467
Food & food products	11,304,944	32,988,210	101,612,375	82,622,587
Freight, industrial & agricultural development	....	....	270,010	247,530
Gasoline, lubricants & other fuel	1,276,534	3;601,032	12,385,032	11,429,790
Horticulture	7,027	14,067	179,857	371,250
Household equipment & supplies	1,776,236	6,535,248	21,763,321	22,684,611
Household furnishings	265,196	960,082	2,805,619	4,342,279
Industrial materials	1,597,074	4,147,949	13,622,335	17,535,569
Insurance	824,554	2,400,862	8,157,490	9,808,057
Jewelry, optical goods & cameras	657,302	1,980,579	8,534,408	7,934,723
Office equipment, stationery & writing supplies	558,823	1,155,189	2,572,773	2,420,474
Political	....	....	....	67,140
Publishing & media	159,984	265,440	1,369,680	1,705,209
Radio, tv sets, phonographs, musical instruments, acces.	371,663	371,663	1,410,694	3,958,413
Retail or direct by mail	....	....	145,164	36,792
Smoking materials	7,523,901	23,375,328	62,946,836	57,484,254
Soaps, cleansers & polishes	7,999,774	22,298,739	65,429,506	51,778,767
Sporting goods & toys	474,017	842,200	2,579,990	1,826,296
Toiletries & toilet goods	10,575,692	33,983,442	92,931,850	83,595,371
Travel, hotels & resorts	39,698	74,898	108,727	765.173
Miscellaneous	565,251	2,241,845	6,617,845	6,405,565
TOTAL	$58,280,028	$174,830,268	$538,671,044	$494,354.446

TOP 15 NETWORK COMPANY ADVERTISERS
September 1961

1.	Procter & Gamble	$4,819,398
2.	Lever Brothers	2,495,583
3.	American Home Products	2,376,266
4.	R. J. Reynolds	2,063,623
5.	General Motors	1,928,953
6.	Colgate-Palmolive	1,790,876
7.	General Mills	1,604,201
8.	General Foods	1,572,875
9.	S. C. Johnson & Son	1,251,407
10.	P. Lorillard	1,206,411
11.	Brown & Williamson	1,116,213
12.	Bristol-Myers	1,079,672
13.	Philip Morris	1,063,177
14.	Gillette	1,024,579
15.	National Biscuit	976,755

TOP 15 NETWORK BRAND ADVERTISERS
September 1961

1.	Anacin tablets	$846,163
2.	Winston cigarettes	802,899
3.	Johnson's Klear wax	795,803
4.	Crest tooth paste	793,935
5.	Camel cigarettes	707,608
6.	Tide	621,447
7.	Chevrolet passenger cars	612,592
8.	Kent cigarettes	598,742
9.	Metrecal	586,497
10.	Bufferin	527,980
11.	Pall Mall cigarettes	524,268
12.	Swan liquid detergent	512,256
13.	Salem cigarettes	505,294
14.	Alka-Seltzer	430,997
15.	Colgate dental cream	418,676

ESTIMATED EXPENDITURES OF
TOP 25 NETWORK COMPANY ADVERTISERS
Third Quarter 1961

1.	Procter & Gamble	$15,094,482
2.	Lever Brothers	8,233,750
3.	American Home Products	7,703,992
4.	R. J. Reynolds	6,174,102
5.	P. Lorillard	4,819,861
6.	General Motors	4,735,323
7.	Colgate Palmolive	4,703,617
8.	General Mills	4,611,423
9.	General Foods	4,400,951
10.	Brown & Williamson	3,819,086
11.	Sterling Drug	3,334,661
12.	Gillette	3,324,783
13.	S. C. Johnson & Son	3,214,035
14.	National Biscuit	2,952,986
15.	Miles Laboratories	2,938,045
16.	Liggett & Myers	2,555,993
17.	Philip Morris	2,516,180
18.	Pillsbury	2,351,207
19.	American Tobacco	2,330,050
20.	National Dairy Products	2,328,178
21.	J. B. Williams	2,143,244
22.	Alberto Culver	1,987,486
23.	Block Drug	1,984,780
24.	Bristol Myers	1,916,127
25.	Ford Motor	1,900,875

ESTIMATED EXPENDITURES OF
TOP 25 NETWORK BRAND ADVERTISERS
Third Quarter 1961

1.	Crest tooth paste	$2,642,606
2.	Anacin tablets	2,579,052
3.	Camel cigarettes	2,402,900
4.	Winston cigarettes	2,240,852
5.	Kent cigarettes	2,008.503
6.	Tide	1,849,541
7.	Swan liquid detergent	1,570,008
8.	Salem cigarettes	1,482,528
9.	Viceroy cigarettes	1,471.641
10.	Chevrolet passenger cars	1,409,003
11.	Pall Mall cigarettes	1 391,465
12.	Alka Seltzer	1,336,762
13.	Metrecal	1,178,947
14.	Johnson's Klear wax	1,121,173
15.	Colgate dental cream	1,104,839
16.	L&M cigarettes	1,093,613
17.	Chesterfield cigarettes	1,083,715
18.	Spring cigarettes	1,078,367
19.	Nabisco cookies	1,050,859
20.	One-A-Day vitamin tablets	1,050,346
21.	Bayer aspirin	1,046 445
22.	Phillips milk of magnesia	1,030,261
23.	Prudential Insurance	1,028,106
24.	Goodyear car tires	1,009,269
25.	General Electric (general)	984,157

Source all tables: TvB/LNA, BAR

RHEINGOLD MOVES TO JWT

$8 million agency switch from FC&B heads list of $1-million-plus changes announced at year's end

Liebmann Breweries' transfer of $8 million in Rheingold beer billings from Foote, Cone & Belding to J. Walter Thompson was the largest account move of a series of switches announced last week.

Philip Liebmann, president of Liebmann Breweries, also confirmed on Wednesday (Dec. 20) that WOR-TV New York has been contracted to telecast the New York Mets National League baseball games under Rheingold sponsorship for the next five years. He said negotiations are still going on for a radio station to broadcast the games.

Mr. Liebmann is a director of the National Brewers Foundation, a trade association, which is also a client of JWT.

A brief statement announcing the agency appointment did not disclose reasons for Rheingold's departure from FC&B after 15 years. The account was at Young & Rubicam for eight months in 1946-47, but had been at FC&B previously when the agency was known as Lord & Thomas. Dissatisfaction with the way the agency handled the purchase of the Mets' broadcast rights and the subsequent negotiations for tv-radio stations to air the games may have caused the break, it was reported.

FC&B originated the annual Miss Rheingold contest 24 years ago. The future of this event, which lately has been billed as America's second largest election, surpassed only by the election of a U.S. President, is not known.

Other new agency appointments, each involving more than $1 million in billings, are:

Hazel Bishop Inc., formerly with North Adv., appointed C. J. LaRoche & Co., New York, to handle the entire Hazel Bishop account, with an advertising budget for 1962 in excess of $2 million. The advertiser said it selected LaRoche because of its record for Lanolin Plus Inc., whose sales are running more than 50% ahead of last year. Lanolin Plus and Hazel Bishop are scheduled to merge Jan. 22, subject to stockholder approval on that date.

Hazel Bishop announced that its major media expenditures will be for network and spot tv, and that the new LaRoche campaign will start the end of January. The first commitment will be participation in NBC-TV's *Saturday Night at the Movies.*

CIBA Pharmaceuticals Products Inc., Summit, N.J., has named Ketchum, MacLeod & Grove Inc., New York, to handle its advertising program for prescription drugs effective April 1, 1962. Its estimated annual billings: over $1 million. KM&G replaces William Douglas McAdams Inc. and Sudler & Hennessey, both New York.

Norge Division of Borg-Warner Corp. awarded its more than $1 million in commissionable billings to Clinton E. Frank Inc., Chicago, to advertise Norge home appliances and "do-it-yourself" dry cleaning equipment. Norge also conducts a local co-op advertising program. The account had been with Keyes, Madden & Jones for the last two years.

Alberto-Culver moves to BBDO from Thompson

Alberto-Culver Co., Chicago cosmetics firm which puts 99% of its multi-million dollar advertising budget into television, announced Thursday it is switching its new products account from J. Walter Thompson Co. to BBDO, Chicago.

The billings for the new products account "will be substantial," according to Alberto-Culver advertising director Charles Pratt. These will be in addition to the $12 million now being placed annually for established company products by Compton Adv., Chicago. There is no change in Compton's status, Mr. Pratt emphasized.

Kenneth Hurd, vice president and account supervisor for BBDO in New York, will move to the agency's Chicago office to supervise the new account. Others will be added or moved to augment the BBDO staff there, it was explained. Alberto-Culver has acknowledged tv's impact on its sales upswing and has substantially increased its tv budgets each year.

ARBITRON'S DAILY CHOICES

Listed below are the highest ranking television shows for each day of the week Dec. 14-20, as rated by the National Arbitron instant ratings of the American Research Bureau. These ratings are from a sample of 1,200 television homes per half hour properly distributed across the U. S.

Date	Program and Time	Network	Rating
Thurs., Dec. 14	**Dr. Kildare** (8:30 p.m.)	NBC-TV	28.8
Fri., Dec. 15	**Flintstones** (8:30 p.m.)	ABC-TV	22.0
Sat., Dec. 16	**Gunsmoke** (10 p.m.)	CBS-TV	26.3
Sun., Dec. 17	**Bonanza** (9 p.m.)	NBC-TV	29.4
Mon., Dec. 18	**Andy Griffith** (9:30 p.m.)	CBS-TV	24.7
Tue., Dec. 19	**Red Skelton Show** (9 p.m.)	CBS-TV	27.5
Wed., Dec. 20	**Perry Como Show** (9 p.m.)	NBC-TV	28.0

Copyright 1961 American Research Bureau

Spot tv leading as food medium

Spot tv has become the leading advertising medium of food and grocery products and is growing at a faster rate than any other medium used by advertisers in this field, a study released by the television division of Edward Petry & Co., reveals.

Employing the annual "Food Field Reporter" brand expenditure tables for 1956 and 1960, the report shows that advertisers increased their spot tv expenditures to $265,877,000 in 1960 from $153,966,000 in 1956, a growth of 73%. This compares with $222,550,000 devoted to network tv in 1960, a 33% rise from the $167,142,000 budgeted in 1956, when this was the leading medium used by the advertisers. Newspaper expenditures amounted to $127,049,000 against $120,754,000, a 5% increase in the four years, while magazines accounted for $123,963,000 compared with $111,672,000, up 11%.

The Petry report also shows that since 1956 spot tv has increased its share of budgets in four main product categories—food, soaps and laundry products, household items and soft drinks and confections—and is now the No. 1 medium in three of the groups.

Soap and laundry products, with a spot budget of $71,504,000 in 1960 as compared with $23,795,000 in 1956 scored the strongest rise among the four divisions. In comparison with other media, spot tv's share of soap budgets rose from 22% in 1956 to 47% last year. In the food product group, spot rose from $101,285,000 and 29% of all media to $148,148,000 and 33%. Soft drinks and confectioneries accounted for $30,366,000 in 1960 against $21,561,000. Spot's share was 43%, a 1% jump from 1956.

Household product advertisers spent $15,859,000 for spot tv in 1960, as compared with $7,335,000 in 1956. Spot's share of advertising rose from 18% to 26% but trailed behind network tv which accounted for 49% of the total media budget in this category.

Tom Bretherton (right) and Frank Kuehnle, Radio-Television Director of Wendt Advertising, Toledo, Ohio.

"When they see what we can do with RCA TV Tape we get their orders!"

...SAYS THOMAS S. BRETHERTON, GEN. MGR. WTOL-TV, TOLEDO

"Seeing is believing. Local advertisers—food chains, car dealers, appliance stores—take one look at our complete new RCA facilities in operation and they're sold. Included in our fully equipped RCA Taping Center are new TS-40 switchers, special effects and TV cameras. We have a service to offer that was not previously available here in Toledo. The immediate sales reaction to the total effect of our new RCA matched facilities has impressed all of us here at the station."

RCA produces a complete line of *matched* equipment for the finest tape productions...cameras of latest design for sharpest pictures...exciting special effects...transistor switching...TV tape recorders with a reputation for highest quality reproduction, monochrome or color. Matched both electrically and mechanically to work together in a complete system, RCA equipment is designed to meet the highest standards of broadcast operation. And it's backed by top engineering counsel and service everywhere.

Call the RCA Representative with confidence. Or write RCA, Broadcast and Television Equipment, Dept. CD-22, Building 15-5, Camden, N. J.

RCA® The Most Trusted Name in Television

TVB BLASTS SPOT CHISELS

Stations warned against cuts; big buyer of 40's, Shell agency, denies paying less than card rates

A charge that a national advertiser is using the confusion surrounding the pricing of the 40-second station break on telvision as an avenue to rate cutting was levled last week by the Television Bureau of Advertising.

As expressed by TvB: One advertiser "currently" is seeking to obtain 40-second spots at rates equal to 150% of the 20-second spot price in a number of markets where rate cards list 40-second spots at 200% of the 20-second price.

Norman E. Cash, president of TvB, said he hoped broadcasters would "resist such rate-cutting attempts," asserting that "for the sake of a quick sale, broadcasters would sacrifice additional advertising revenue in the future."

Impressionable

Televiewers will probably not have a hard time recognizing the face of this pretty girl. She is Lorraine Rogers, the Nytol girl and one of the most exposed figures on tv this year, with 1,350,655,-950 impressions to her credit. She is shown here with Mitchell Smith, product manager on Nytol, at the Block Drug Co.'s annual meeting in New York.

It is estimated that the Nytol girl was seen in 100% of all tv homes in 1961, an average of 11 times. Lorraine told the sales group at the meeting that next year would be an even bigger year for Nytol, with her appearances on *87th Precinct, Saturday Night Movie, Cain's Hundred, Captain of Detectives, Laramie, Jack Paar* and *Thriller* (all NBC-TV) during the first quarter. Nytol, a sleep-inducing liquid, is produced by the Block Drug Co. of Jersey City, N. J.

TvB did not identify the advertiser it was talking about. The one most prominently known to be soliciting 40-second availabilities currently is Shell Oil, through Ogilvy, Benson & Mather. Most station reps contacted on OB&M's buying practices in this case insisted, however, that Shell has accepted 40-second rates as quoted. But 40-second rate policies are not uniform and a number of stations have not yet published 40-second rates, and some reps indicated that—apparently in some of thes cases—the agency had gone directly to stations and indicated how much budget was available and asked how many spots this amount of money would buy. Agency buyers would not comment on any aspect of the Shell campaign, which reportedly includes 40-second spots in prime and fringe time (also some one-minute announcements) in scores of markets, effective about mid-January for 11 to 13 weeks.

Radio-tv spots create sales spurt for movie

A novel radio and tv spot campaign is said to have helped United Artists' film, "Judgment in Nuremberg," attain advance gross ticket sales of $376,000 in New York, second highest advance sale in the history of motion pictures in that city.

The spot ads featured a special phone number for ordering reserved seats which would be held by the theatre for 48 hours. Tv spots of 20 seconds ran on WNBC-TV two weeks before the movie opened at the RKO Palace last Tuesday night. One-minute radio spots were on WQXR and WNEW for a week before the opening.

About 12,000 reserved seat tickets were ordered by phone, according to a UA spokesman. Box office sales, totaling $500 to $800 a day, jumped to $2,000-$3,000 a day when the radio-tv spot campaign started.

The film company expects to run the campaign again in about two or three months, the spokesman added.

Also in advertising...

Separation ▪ Alvin H. Kaplan, whose Kaplan Agency has been a subsidiary of Mogul Williams & Saylor Inc., New York, will incorporate his own agency, The Kaplan Agency, on Jan. 1, 1962. He will continue as consultant to MW&S, according to a joint announcement by Mr. Kaplan and Emil Mogul, MW&S president. Mr. Kaplan, who will relinquish his posts of director and senior vice president of MW&S, will establish his agency at 2 Park Ave., New York 16.

New office ▪ Venard, Rintoul & McConnell Inc., New York station representative, has opened a staff office in Dallas. The office, to be managed by Al Hazelwood, formerly manager of KSWO-TV Lawton, Okla., will be located in the Dallas Federal Savings & Loan Bldg.

Change of name and address ▪ The Bruns Advertising Agency Inc., formerly Bruns & Hodgson Inc., New Haven, Conn., has moved its executive office to 630 Third Ave., New York 17. Telephone is Murray Hill 7-6171. The New Haven office is located at 205 Whitney Ave., telephone Locust 2-6171.

Extra services ▪ Take Ten Inc., Chicago, to function as part-time radio-tv department for advertising agencies needing extra broadcast services, organized by David R. Hayes, former radio-tv director of W. E. Long Adv. there. Associated with him is Keith Holden, former assistant director of Long Adv. broadcast department. Take Ten address: 21 West Illinois; phone: 644-1266.

New firm ▪ Robert C. Chase & Assoc., new firm to provide creative and production services for audio-visual communications, organized by Robert C. Chase at 818 Olive St., St. Louis. Phone: Garfield 1-6732. Mr. Chase, during past year, has been freelance producer-director of radio-tv commercials and before that was with D'Arcy Adv., St. Louis as radio-tv producer and later as assistant manager of regional marketing department.

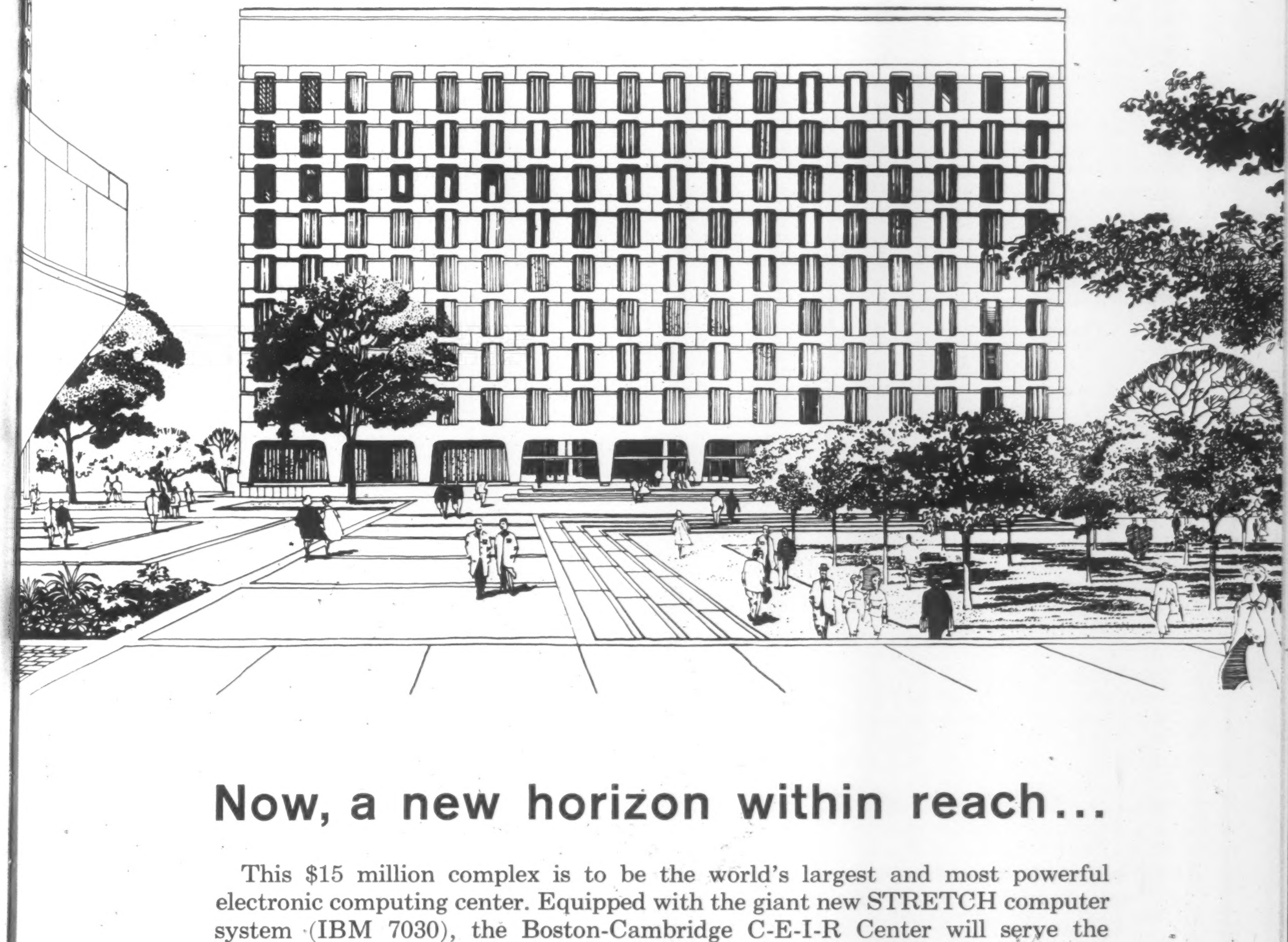
Focus put on tv's help to discount houses

How discount houses use tv is the subject of a new Television Bureau of Advertising presentation, "Mass Customers for Mass Merchandisers."

Discount houses (also known as value stores) have become the fast growing segment in the retail field and the most aggressive local users of tv advertising, TvB reports. With sales of an estimated $4.1 billion in 1961, up 41% over 1960, discount stores will have passed mail-order and variety stores in volume, the TvB brochure notes.

The presentation summarizes the tv activity of 3 mass merchandisers, all of which stress high volume, low prices, self service and fast turnover in their operation.

Technology Square, future home of the Boston-Cambridge C-E-I-R Center



Now, a new horizon within reach...

This $15 million complex is to be the world's largest and most powerful electronic computing center. Equipped with the giant new STRETCH computer system (IBM 7030), the Boston-Cambridge C-E-I-R Center will serve the entire eastern half of the United States. A second STRETCH system is planned for the Los Angeles C-E-I-R Center.

Every client of the American Research Bureau now stands to benefit from these unique facilities. ARB's depth of professional personnel and technical know-how, together with C-E-I-R's matchless data processing capacity, bring to the television industry the most advanced audience measurement capability in the world.

ARB

AMERICAN
RESEARCH
BUREAU
DIVISION OF C-E-I-R INC.

Industry-ASCAP impasse goes to court

ASCAP TACTICS SLAPPED AS TV PUSHES TO REVAMP RIGHTS FORMULA

The all-industry committee negotiating for new ASCAP music licenses for television stations went into court last week in its bid for at-the-source clearance of tv rights for ASCAP music played in feature films and syndicated tv programs (BROADCASTING, Oct. 23).

Chief Judge S. J. Ryan of the U.S. District Court for the Southern District of New York set Feb. 14 for the start of a full-scale hearing on this and other questions to determine what a "reasonable" arrangement between ASCAP and tv stations should be.

What at first looked like a bombshell was dropped in a show-cause hearing Thursday morning when it was revealed that ASCAP now contends it is not in a position to grant tv rights after stations' current licenses expire Dec. 31. ASCAP claimed it needs authorizations from at least 80% of its members before it can proceed, and that it lacks this minimum number.

Judge Ryan cut the fuse on this bombshell, however, by lecturing ASCAP on the danger of trying to use these authorizations— or lack of them —as "a club," which he said comes close to being "disrespectful of the court." He also asked what ASCAP counsel would think if he should rule that ASCAP should get out of television altogether.

Herman Finkelstein, ASCAP attorney, said he thought this would amount to a modification of ASCAP's consent decree dealing with relationships between the society and broadcasters, and that he didn't think it would be good. But it is a question for ASCAP members to decide individually, he added.

He said he would "voluntarily" try to round up authorizations, especially those from members of the ASCAP board. Judge Ryan suggested it would be "advisable for the directors to give their consents, at least." He told ASCAP to report on the authorizations situation in an affidavit to the court.

Status quo ■ In insisting that he thinks the current licensing arrangements ought to be maintained until the full-scale hearing and final decision, Judge Ryan clearly left the impression that he meant "status quo" to the availability of the current ASCAP repertory as well as the fees now being paid.

When Walter R. Mansfield, appearing as counsel for the all-industry committee, suggested that ASCAP might sue for license infringement if its music is broadcast after Dec. 31—while the court case is still pending—Judge Ryan observed: "If ASCAP sues anybody, just bring that to my attention and see how fast somebody is up here for contempt." When Mr. Mansfield suggested that some ASCAP member who has not given the society his tv authorization might sue unless enjoined, Judge Ryan told Mr. Mansfield to draft a provision to cover this problem, for possible inclusion in Judge Ryan's interim order.

At another point Mr. Mansfield reported that the ASCAP negotiators had said that if the all-industry committee persists in its demands for source clearance on syndicated programs and lower fees on others, then ASCAP probably will "have nothing to sell" to television. This referred to ASCAP's lack of authorizations from 80% of its members, but Judge Ryan told the committee attorney that "I don't think you need worry too much about that."

Judge Ryan said his decision, this time, will be a "strict judicial matter"—that he does not intend to "arbitrate" as he has sometime done in past ASCAP-broadcasting cases. "If either side doesn't like my decision," he said, "you can take an appeal."

The hearing Thursday was on an order to ASCAP to show why the court should not grant the all-industry committee's petition for the court to determine "reasonable" fees and set "interim fees" amounting to 75% of those currently paid.

ASCAP's Finkelstein

This petition had been filed two days earlier, after ASCAP and the all-industry negotiators failed to agree on terms for new licenses to replace those that expire Dec. 31. The petition was filed under provisions of the 1950 ASCAP consent decree permitting stations to ask the court to step in if the stations and ASCAP do not come to terms within 60 days after the stations ask for licenses. The initial request for licenses —and the bases on which the stations want them—was sent to ASCAP on Oct. 18 (BROADCASTING, Oct. 23).

Main Demand ■ At-the-source clearance of tv rights for ASCAP music used in feature films and syndicated tv programs is the heart of the committee's demands, although it also asked for a reduction in fees and a number of other changes designed to put television stations' payments for ASCAP music more nearly in line with the amount of ASCAP music they actually use.

The practical effect of clearance at the source, if upheld by the court, would be to bypass ASCAP—at considerable saving to broadcasters—in paying for music used in motion pictures and syndicated programs produced after some future cut-off date. The committee suggested Feb. 28, 1962, as a reasonable cut-off. It estimated that programs of this type now represent about 75% of all local-station programming.

If source clearance is approved, producers in the future would acquire tv performance rights as well as recording rights when choosing the music for their filmed or taped programs and series—just as they now acquire motion-picture performance rights as well as recording rights when they produce for theatrical exhibition.

The cost of acquiring the tv rights would be included in the overall package price of each program or series when it is offered to stations. Broadcasters would pay directly to ASCAP for only the ASCAP music which they use in locally originated programming. They would continue to pay separately for music in features or syndicated programs already made—but at rates lower than those in effect now.

The committee, headed by Hamilton Shea of WSVA-TV Harrisonburg, Va., also contends that ASCAP's refusal to grant source clearance in television is inconsistent with the court order which since 1948 has forbidden ASCAP to collect performance rights fees from theatrical motion-picture exhibitors.

The committee's position was detailed

in the documents filed Tuesday by the New York law firm of Donovan, Leisure, Newton & Irvine, counsel to the committee. The documents were prepared with the assistance of Joseph A. McDonald of the Washington firm of Smith, Hennessey & McDonald, who has been closely associated with all-industry negotiations with ASCAP for many years.

BMI, SESAC, too ▪ If the court grants source clearance in the case of ASCAP music for television, the belief of observers is that the committee would push for similar agreements with Broadcast Music Inc. and probably also with SESAC. BMI's current tv contracts expire March 1964, for the most part. SESAC's expiration dates vary from station to station.

In its initial offer to ASCAP, repeated in the court papers, the committee made clear that this time it does *not* want ASCAP licenses for music contained in (1) network programs (because network programs are covered in contracts between ASCAP and the networks, which are currently conducting separate negotiations), or (2) future movies and syndicated properties.

The latter group was officially described in the petition as "programs consisting of pre-recorded [filmed or taped] material which is produced hereafter by persons other than petitioner (e.g., theatrical motion picture films or syndicated tv film episodes), for which the producer normally acquires recording rights at the time the film is produced."

What the committee *is* seeking is new—and lower—fees in both per-program and blanket licenses for stations' own use of ASCAP music.

If source clearance becomes effective, per-program licenses—those under which the broadcasters pay ASCAP for only such programs as contain ASCAP music—may be more attractive to many broadcasters than now. Currently, most stations have blanket licenses, under which they pay a set rate without regard to how much or how little ASCAP music they use.

Television as a whole paid ASCAP approximately $19.3 million in 1960, according to committee documents filed with the court. This, coupled with approximately $10 million paid by radio, is believed to represent almost 90% of ASCAP's total revenues.

The committee did not estimate how much television's payments would be reduced if its proposals are adopted, but the documents went to some length in contending that television's savings as a result of source-clearance alone would be substantial.

No music choice ▪ Committee Chairman Shea noted in an affidavit that under the present licensing arrangement, stations buying pre-recorded programs have no real choice about the music involved or what they pay for it, "because they buy such material 'in the can' after it has been recorded and produced."

Mr. Shea also disclosed results of special monitoring studies conducted for the committee by Broadcast Advertisers Reports.

Arguing for a distinction between the fees for "feature" music and those for "incidental" or "background" music, he

Fm needs research if it is to win more major advertisers

FM may be near a mass-medium breakthrough, according to a survey of fm's commercial potential by Needham, Louis & Brorby, Chicago, a major agency heavy in broadcast billing. But that doesn't mean NL&B is ready to spend much in fm just now.

If fm is to become more than just a supplemental medium selling a few prestige products to a select audience, the study indicates, fm broadcasters must dig in and produce the quantitative and qualitative research that agencies need.

The new analysis of fm, presented last week by Arnold E. Johnson, vice president at NL&B, makes three major conclusions highly favorable to fm:

▪ The medium must be categorized as approaching mass medium status since its penetration is nearly 50% of all homes.

▪ Those stations that program "quality" music unquestionably deliver a selective, upper-level social economic audience though it is limited in size.

▪ The increase in the number of stations indicates that a sizable number of operators are bullish about its long-range potential vitality as a business investment.

NL&B's study looks at the other side, too, and cites "indefinites" that must be clarified:

▪ The home use of fm sets is obscure. Performance levels cited by many of fm's proponents are not compatible with figures from accepted measurement services. Thus, the validity of many fm audience claims is open to question.

▪ The actual absorption of the listener in what is coming over his fm set is questionable. Little is known about the listener's emotional involvement in commercial messages or their impact on him.

NL&B finds it possible that the "inveterate fm listener (at least the 'good music' station listener) is attracted because the comparatively few spoken interruptions provide an ideal backdrop against which to read, work, relax, etc. But NL&B asks whether the commercial "might have exceptional impact and stand out because of the lack of competitive announcements?"

Mr. Johnson thinks the fm industry is realizing that much more reliable research is needed. Stressing that qualitative research is more needed than quantitative, he said he felt that as fm matures "we will get the answers, just as we are beginning to in am and tv. But the burden of digging out these answers must fall on the fm people."

As a commercial vehicle, fm at present must be classified as a specialty or selective advertising medium, the NL&B study finds, though fm has achieved excellent results for products of a prestige nature, such as expensive or foreign automobiles, exotic vacation tours and hi-fi or stereo equipment.

Mr. Johnson admitted that the agency's conclusions about fm "may be a bit bearish, but that is simply because we are not sure about what the medium is or what it can do—or, for that matter, where it is going.

"We simply cannot afford—as agency buyers—to speculate with our clients' advertising dollars. There are many known quantities about the alternative media possibilities—am radio, tv and other media—that permit us to recommend them with confidence."

But "we cannot readily justify large-scale client experimentation to clarify the unknown quantities and somewhat confusing qualities of fm as it stands today."

said ASCAP itself recognizes "the greater value" of feature music—but that the use of feature music on television has declined.

Mr. Shea said a 1953 study of programming on nine stations, conducted by Dallas W. Smythe of the U. of Illinois, indicated that stations in that year devoted 7.05% of their local time to feature music. A larger BAR study this year, covering 30 stations but including five of those surveyed by Dr. Smythe, showed feature music had dropped to 3.72% of local time.

Limiting comparison to the five stations covered by both BAR and Dr. Smythe, the affidavit said that "the average percentage of local broadcast time devoted to feature music declined from 6.3% in 1953 to 3.7% in 1961."

"Despite a 53% decrease in the amount of feature music played by stations on their local programs," Mr. Shea said, "stations pay the same license rate as before. Stated another way, in 1953, for the same rate, television stations used twice as much feature music as they do today. Since it is predominantly feature music that gives ASCAP's repertory its value, a substantial decline in the use of such feature music warrants a substantial reduction in the license rates."

Tv vs. Radio ▪ Mr Shea also compared television stations' use of music with radio's. Although ASCAP's blanket-license rates for television and radio stations are "nearly identical," he said, radio's use of feature music has increased while television's has dwindled.

He said that 24 of the monitored tv stations have radio affiliates, and that BAR monitored these, too.. The findings:

"The 24 television stations with radio affiliates devoted on the average 35.45% of their local station broadcasting time to music, as compared to an average of 64.41% for their radio affiliates. The same 24 television stations devoted an average of 3.63% of their local broadcast time to feature music, as compared to an average 60.44% for their radio affiliates."

Mr. Shea continued: "Thus, even though television stations devote 50% less local broadcasting time to music than do radio stations, and play less than one-fifteenth as much feature music, they pay substantially the same music license rate. . . . Consequently, the present tv and radio blanket rates utterly fail to reflect the relative uses of music, and particularly feature music, on these two broadcasting media.

"Since the radio rates were fixed in 1960 as fair and reasonable under the auspices of this court, a substantial reduction of the television rates is essential to avoid a grossly unfair rate discrimination against tv stations."

Mr. Shea said more than 300 stations, or about 60% of all U. S. commercial tv stations on the air, currently contribute to the support of the all-industry committee, whose official name is All-Industry Television Station Music License Committe.

Current Picture ▪ In a separate affidavit Helmut F. Furth of the Donovan law firm submitted a 10-page document detailing current practices in producers' acquisition of rights in connection with motion pictures as compared with tv.

If producers acquired tv performance rights as they do theatrical motion picture rights, he argued, the competition among music sources would help keep prices down—as it does in motion picture production. "Moreover," he added, "the producer would have an economic incentive to keep tv music performance costs down, for when he offers films for sale or license to television broadcasters he must compete with many other film producers also vying for the broadcasters' trade."

Under the present setup, he continued, the producer often arranges to be the "publisher" of the original music he selects, and thus is able to share in the monies that ASCAP collects from television and disburses to its members. Under source clearance, Mr. Furth said, "even if the producer were to pay the composer a fee equal to the payments the composer presently receives through his ASCAP membership, the total music costs would be substantially lower since the composer receives only 50% of the tv performing right revenues distributed by ASCAP. The other 50% is paid to the publisher, who in most instances is the producer himself."

"In addition," Mr. Furth continued, "the parties could avoid the expense presently incurred by ASCAP in administering the collection and distribution of payments made by tv stations with respect to their broadcast of theatrical motion pictures and tv films."

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval*:

▪ KEEL Shreveport, La.: Sold by Gordon and Barton McLendon to LIN Broadcasting Co. for $800,000. LIN Broadcasting is headed by Frederick M. Gregg and the same group owns WMAK Nashville and has pending for FCC approval its purchase of WAKY Louisville, also from the McLendons. KEEL is on 710 kc with 10 kw day and 5 kw night. Broker was Blackburn & Co.

▪ WSHE Raleigh, N. C.: Sold by Louis P. Heyman to Ralph Baron and Edward Kerum for $180,000. Mr. Baron owns

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No audible support

WAVA-FM Arlington, Va. (Washington suburb), reported it had completed its first year of evening broadcasting "without commercial interruption."

The 20 kw facility has refused to sell its fm time and has not aired a single commercial since it went on the air in the fall of 1960. WAVA President Arthur Arundel explained the station has adopted this policy to see if listeners would appreciate it.

A recent spot check by the station revealed that they do. WAVA operates on am and fm during the day and fm only at night.

WILA Danville, Va.; Mr. Kerum is buying 50% of WILA. WSHE is a 500 w daytimer on 570 kc. Broker was Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* For The Record, *page* 57).

- KPEL Lafayette, La.: Sold by John Paul Goodwin and associates to John H. Hicks, Edward L. Francis and George L. Crouchet Jr. for $200,000. Messrs. Hicks and Francis own KOLE Port Arthur and WTAW Bryan, both Texas.
- WVMC Mt. Carmel, Ill.: Sold by Joel W. and Ben H. Townsend, Morris E. Kemper, Stephen P. Bellinger and T. Keith Coleman to Jel-Co Radio Inc. for $100,000 and agreement not to engage in broadcasting within 22 miles of station for five years. Jel-Co is headed by John F. Hurlbut, former promotion and public relations director WFBM-AM-FM-TV Indianapolis.

NAB expects new form to omit contested items

Most of the industry objections to the FCC's proposed program and program-logging forms "are expected to be eliminated before the forms are finally adopted," NAB said in a year-end review.

LeRoy Collins, NAB president, arranged an industry-FCC meeting Oct. 6 to discuss the burdensome provisions of the new forms, the NAB statement recalled (Broadcasting, Oct. 9).

The association reached the year's end with a record 2,752 radio and tv members compared to 2,623 a year ago. It reported 1,460 radio and 390 tv stations subscribing to the industry codes.

Among high spots of the year was NAB reorganization; Vincent T. Wasilewski becoming executive vice president and William Carlisle vice president. Robert D. Swezey, veteran broadcaster, was named code authority director for both radio and tv.

Among new projects is a research and training center to be set up on a college campus. This idea, submitted by Gov. Collins, is being studied by a committee headed by Donald H. McGannon, Westinghouse Broadcasting Co. A committee report wil be given the NAB board at its Jan. 29-Feb. 2 meeting.

"Despite some troubled times," the NAB report stated, "the year was marked by significant advances and a growing recognition of broadcasting's prestige."

Dallas chain buys catv

Sale of the 3,000-subscriber community antenna system in Barstow, Calif., to Frontier Vision Inc. for $580,000 was announced last week. Frontier Vision is headed by H. J. Griffith, president of Frontier Theatres Inc., a Dallas theatre chain. Management of the Barstow system will be in the hands of Systems Management Co. (Bill Daniels). The broker in the transaction was Daniels & Assoc.

ETMA takes case to N.Y. Supreme Court

Educational Television for The Metropolitan Area Inc., filed a suit in New York State Supreme Court last week to obtain possession of WNTA-TV New York (ch. 13) from NTA Television Broadcasting Corp.

ETMA claimed that although the owner had agreed to transfer the license and equipment for the station to ETMA on Dec. 13, 1961, for $6.2 million in cash, the defendant "failed and refused and still fails and refuses to do so" (Broadcasting, Dec. 18). ETMA asked the court to direct NTA Television Broadcasting Corp. to turn the station over to ETMA. It also requested the court to set aside, if necessary, a sufficient portion of the $6.2 million purchase price in order to satisfy all claims against the defendant.

The transaction was not consumated on Dec. 13 because "free and clear title" could not be delivered.

ETMA also sued National Telefilm Assoc., the corporate parent of NTA Television Broadcasting Corp.

No immediate action is expected on the suit. Under the terms of the sales contract, either party has up to 30 days to fulfill its part of the agreement.

Meanwhile, Sen. Clifford P. Case

Season's Greetings

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(R-N.J.), ranking minority member on the Senate Communications Subcommittee, urged the FCC to seek some means of providing New Jersey with a commercial tv station of its own. With the impending sale of WNTA-TV, he noted, New Jersey emerges as the only state without an operating commercial tv assignment.

Sen. Case, who made his plea in a letter to FCC Chairman Newton N. Minow, said the commission should exercise the same type of "effective initiative" in this matter as it did in promoting educational television for the New York area.

Media reports...

Debut ▪ WIBW-FM Topeka, Kan., fm affiliate of WIBW-AM-TV, that city, went on the air Dec. 16. The station programming from 7 a.m. to midnight daily on 97.3 mc with 40 kw. It is licensed to Stauffer Publications. Thad M. Sandstrom is the general manager.

New fm ▪ WPBS (FM) Philadelphia went on the air earlier this month as that city's only 24-hour, seven day a week fm facility. The new station, owned by the *Philadelphia Bulletin,* operates on 98.9 mc with 4.6 kw. Edward F. Meehan Jr. is the station's general manager. Other executives: William S. Mowbray Jr., program director; Fred Harper, program director; Blake Ritter, news director.

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Move ▪ WPDQ Jacksonville, Fla., has moved to the Atlantic Coast Line Building in downtown Jacksonville. The station will occupy the 13th floor. The station had been in the Gulf Life Building for 19 years.

Program automation ▪ KYW-TV Cleveland has installed a program automation system manufactured by Visual Electronics Corp., New York. The system automatically switches video and audio; starts and stops four film projectors, two vtr's and four slide machines; changes slides and operates multiplexers. The system operates from punched paper tape, prepared automatically as the operations schedule is typed. Similar systems are scheduled for installation at WABC-TV and WNEW-TV, both New York, early next month.

Station award ▪ WGN Chicago was presented the bronze Four Chaplains Americanism honor award by the Independence Hall of Chicago Assn. for the station's outstanding educational programs for responsible citizenship. Dr. Sydney L. DeLove, president of award organization, said this was first such presentation to a radio station.

KPIX (TV) honored ▪ Two public affairs programs, "Battle of the Books" and "Space at a Premium," have won the California Teachers Assn. 1961 John Swett award for KPIX (TV) San Francisco. The award is presented each year to a tv station in the state which in the opinion of CTA has contributed the most with a program or program series in interpreting school projects or educational issues.

Award to Box ▪ John Box Jr., managing director of the Balaban Stations (WIL St. Louis; KBOX Dallas; WRIT Milwaukee; WICS [TV] Springfield, WTVO [TV] Rockford, WICD [TV] Danville; WCHU [TV] Champaign, all Illinois, and WHNB-TV New Britain-Hartford), was named one of 20 outstanding business leaders in the nation honored on "Corporation President's Day," recently in Dallas.

Letters to friends ▪ A special note to "Friends who may now be involved in year-end tax planning," has been sent by KFPK (FM) Los Angeles, cultural station supported by contributions. Letters says in part, "While this has been an exceptionally good year for our station, we have a deficit of nearly $20,000—most of it in current accounts payable. If you are in a position to realize tax advantages by making deductible contributions before January 1st, we hope you will help to reduce our KPFK deficit. As an alternative to a cash contribution, our legal counsel suggests that a donor may realize substantial tax savings by donating—stocks, bonds, real estate, equipment, art objects or other property."

New NBC station ▪ WOKE Charleston, S. C., will join NBC Radio on Jan. 1, 1962. WOKE, which operates with 1 kw-D and 250 w-N, on 1340 kc, is owned by Harry C. Weaver, who also is general manager.

Rep moves ▪ Weed Radio Corp., Weed Television Corp., and Weed & Co., have moved to new offices at 535 Fifth Ave., New York.

New TAC subscriber ▪ WFBM-TV Indianapolis has joined the Television Affiliates Corp. as a subscriber. Programs from the TAC library, covering cultural-informational programs produced by stations throughout the U. S., will be telecast by subscribers, starting Jan. 1, 1962. Robert Weisberg, TAC vice president, estimates that more than 30 programs will be available by Jan. 1 and more than 100 programs will become part of the TAC library during 1962.

New etv station ▪ WCBB (TV) Augusta, Me., etv station, went on the air last month as that state's first educational television station. It is owned and operated by Colby-Bates-Bowdoin Educational Telecasting Corp. It operates on ch. 10 with a power of 316 kw. E. B. (Buck) Lyford, formerly

WKAZ's silent story

WKAZ Charleston, W. Va., has won an Associated Press award for a story it never broadcast—an early autumn flash flood that knocked the station off the air. The award was one of three made to subscriber stations for outstanding coverage of news events in their areas and for making stories available to all AP members.

In the case of WKAZ, the station was silenced 15 hours by power failure caused by the flood. The news department under Neil Boggs stayed on the job, rounding up a report and feeding details to the Charleston AP bureau and to other stations around the state.

AP also gave awards to KVER-AM-TV Clovis, N. M., for thorough daily coverage of its area and to WWTV (TV) Cadillac, Mich., for outstanding work by its news staff in covering the grounding of the freighter *Francisco Morazon* in Lake Michigan.

Mann-hunt

A memory for names enabled WQXI Atlanta newsman Bob Mann to help local authorities apprehend a man wanted in six states on charges of forgery, cheating and swindling.

Mr. Mann, moderator of *Open Line,* received a call from a man who said he was an army officer wanting to appear on the show to discuss fallout and radioactivity.

He gave his name as John Haverty, whom Mr. Mann recalled as the subject of a story he had written a few months before and who was wanted by the police.

Mr. Mann arranged an interview, then called the police who made the arrest in the WQXI studios while Mr. Mann was carrying on his "discussion" with the suspect.

assistant to president of Maine Broadcasting Co., is the station director.

Measuring programming ▪ WDSU-TV New Orleans has just released results of a survey it conducted indicating the station's programming is meeting the needs of its audience. The survey answers, presented in a colored, line-drawn booklet, are a vote of confidence for the ch. 6 NBC-TV outlet.

Wage increase ▪ New two-year contract, retroactive to July 1, has been signed by KRLA Pasadena-Los Angeles and International Brotherhood of Electrical Workers, Local 45, covering 11 technical employes at the station. The agreement calls for a raise of $7.50 a week (from previous base of $157.50) for first nine months of the contract, another $2.50 for the final three months of the first year and $7.50 more for the second year, when the base will be $175 a week.

Starts stereo ▪ WHOO-FM Orlando, Fla., Dec. 12 began multiplex stereo broadcasts with the first month's schedule 95% sold out, according to Charles K. Chrismon, station manager.

Directory ▪ The U. of Iowa School of Journalism has announced the availability of a new Iowa newsroom directory composed of radio and tv stations who have pledged assistance to each other in the gathering of news. The stations in the directory have agreed to provide faster and more accurate coverage to other stations requesting assistance. The directory lists call letters, communities, telephone numbers of important station officials and the various service each station is offering. The directory is available by writing to Ernest F. Andrews, U. of Iowa School of Journalism, Iowa City.

Special network ▪ A special network of New York State stations has been set up by WAST (TV) Albany, to carry the opening of the New York State Legislature. The 90-minute telecast, on Jan. 3, will be carried by WCBS-TV New York, WGR-TV Buffalo, WROC-TV Rochester, WSYR-TV Syracuse and WAST (TV).

Polk awards ▪ Deadline for radio-tv journalists submitting entries to the 14th annual George Polk Memorial Awards is Feb. 1, 1962. Radio-tv entries can be sent in the form of disc, tape or film. The awards are sponsored by the Dept. of Journalism, Long Island U.

New association ▪ Formation of the Kern County Broadcasters Assn. has been announced by its president, Arthur M. Mortensen, general manager of KERO-TV Bakersfield. According to Mr. Mortensen, the group was formed to promote the area—the rich San Joaquin Valley—rather than to push each individual station, which now has become secondary, he said.

Radio format change ▪ WTRY Troy, N. Y., in a move ruling out formula radio—letting the clock determine what is put on the air at any given time—has announced a format change. In favoring news broadcasts as often or as seldom as they are received, WTRY has eliminated 16 mid-day and night-time newscasts. The station is also adding 250 "Featurettes" weekly (1-3 minutes each) on subjects ranging from sports to medicine, including programs prepared in conjunction with the Albany FBI and the local chamber of commerce.

Five regional bureaus set up by CBS News

The establishment of five domestic regional news bureaus by CBS News "to provide faster and more complete national coverage of the United States" was announced last week by Richard S. Salant, CBS News president.

Mr. Salant said that CBS News always has maintained large news staffs in New York and Washington, but now, for the first time, it will have correspondents to provide regional coverage. Named to the new bureaus are the following CBS News correspondents: New York, Tom Costigan and David Dugan; Los Angeles, Robert Schakne; Dallas, Dan Rather; Atlanta, Hughes Rudd, and Washington, Neil Strawser.

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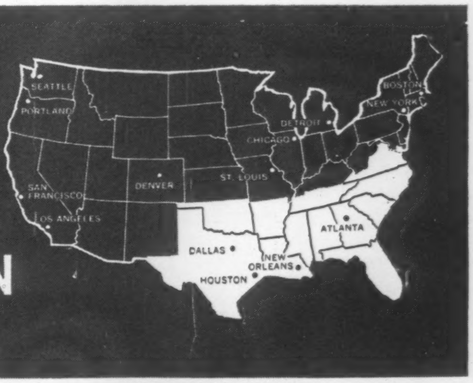

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TV FUTURE BRIGHT: MINOW

He predicts tv will enter promised land mainly because FCC will lead it there

FCC Chairman Newton Minow raised his sights last week from the wasteland to the promised land.

In a major speech prepared for delivery before the Commonwealth Club of San Francisco last Friday (Dec. 22), Mr. Minow predicted that the next decade would bring a proliferation of U.S. television stations and the beginning of instantaneous, global tv.

His strong implication was that the bright future of television was assured by current FCC policies. Broadcasters oppose those policies, he said, because they don't want to be held to promises they make in license applications.

Chairman Minow said that the power of tv to shape the minds of men throughout the world is something new on earth and comes at a time "when the flourishing of freedom depends on the world having access to the truth."

The FCC chairman and No. 1 critic of past programming predicted television will reach its "promised land" during the next decade but pledged to "stick to my guns" in his crusade to better the total product of tv programming. He forecast that these four major developments in the next ten years will help tv to achieve its promise:

- A true system of international tv through "the scientific marvels of communication satellites in space. We will see worldwide television. That day is closer than we think."
- A nationwide, educational tv network. "During the next decade, we are working to build a fourth network dividing its time between daytime programming for classrooms and nighttime programming for adults seeking intellectual and spiritual adventure rather than action-adventure."
- Many more choices of service through the development of the uhf band. "We will find a way to use all the channels available for tv, particularly the 70 uhf channels. Your tv set, which now has so many blank channels, will be filled with new signals from new stations." Chairman Minow predicted that the 538 commercial stations operating today will double in the next 10 years, offering a much wider range of choices for all kinds of programming. "In this nation, growing at the rate of 3 million people a year, we will inevitably have either more channels or more regulation," he said. "My own vote is for more channels."
- An explosion of scientific technology in all forms of communications, including tv. "With new means of communicating, the world can unfold at the push of a button . . . to deepen our understanding and lengthen our vision. This fantastic multiplication of the individual's power to see and hear comes at a time when the fllourishing of freedom depends on the world having access to the truth." Mankind's saving grace can be that our technical capacity for mass communication has kept pace with our mastery of the means of mass destruction, he said.

The Promise, the Present ▪ Chairman Minow noted that 10 years ago the first live, nationwide telecast originated from San Francisco with President Truman addressing the opening conference of the Japanese peace treaty discussions. "That was, and is, the promise," he said. "But what of the present?" Today, he said, the nation is engaged in a thoughtful discussion of tv and its responsibilities. "There is a national determination that this most powerful and dramatic means of communication, which uses scarce channels on the people's airwaves, must be used in the public interest," Mr. Minow said. "It must not be allowed to fritter away its great gifts, to spend its energies on emptiness."

Away back WHN?

Storer Radio Inc., has asked the FCC for permission to resurrect the original call letters of its newly acquired New York station, WMGM. The station was licensed originally in 1922 as WHN and changed in 1948 when it was purchased by Loew's Theatres Broadcasting Corp., affiliated through its parent corporation with Metro-Goldwyn-Mayer. Part of the sale agreement in the $11-million transfer is that the call letters be changed from the "MGM" trademark. Storer said the sale should be consummated by Jan. 5, 1962.

Storer's request requires a waiver of that part of the FCC rules which say no new three-letter calls will be issued. Storer pointed out that WHN is not a new call but the pioneer call by which the station was identified for over 26 years (it is presently unassigned). Storer said that if the FCC grants the waiver and assigns WHN as call letters this will ease identification and eliminate public confusion. Storer Radio is a wholly owned subsidiary of Storer Broadcasting Co.

Serious, eloquent industry voices have warned of government control of program content, of bureaucratic dictation, of official interference with free enterprise and free speech, the chairman said. The drive to see that broadcasting fulfills its obligations is not a unique feature of the New Frontier, he said in citing precedents for his concept of regulation.

Chairman Minow said that television has been singled out for its abuses because of its unique nature and its obligations under the law. He pointed out that 28 applicants are contesting for the three vhf channels recently added to Grand Rapids, Syracuse and Rochester and that the commission will award the $1 million franchises on the basis of promises made by the winning applicants.

"And, we are going to hold him to his word," the chairman stressed. "It is holding a licensee to his word that is under attack these days . . . as censorship, as interference with free speech, and worse." Holding a licensee to his promises is not revolutionary—it is not even new, he said.

A Challenge ▪ "Freedom of speech should not be confused with freedom to make promises to get a license and then freedom to break those promises in order to exploit that license," Chairman Minow said in issuing this challenge: To those broadcasters genuinely concerned about government interference with freedom, be specific and precise in your complaints. "Give an example in which the government has interfered or is interfering with the fullest freedom of expression," he said.

"The alarms about censorship are false alarms. Where is the intrusion on free expression? If there are no examples to document charges of censorship, I suggest that broadcasters stop defending against an enemy who is not there. Instead of spending strength on windmills, it would be better to spend creative talents and voices building programs of vision. . . ."

It is ironic, the chairman said, that industry attacks on the FCC have come in a season when broadcasting is doing a better job than ever before in discussion of public issues, public affairs and controversial problems. But, he said, some broadcasters want the FCC to stand mute and rubber stamp license renewals every three years.

"Those of us at the FCC have a right of freedom of expression, too," the chairman said. "I will continue to speak out, to nudge, to exhort, to urge

House ratings inquiry gets into radio station finances

The House Regulatory Agencies Subcommittee is asking about 35 radio stations around the country some rather sensitive questions about their finances in its investigation of ratings and their impact on broadcast operations. But whether they regard them as sensitive or not, most broadcasters responding as of last week reportedly have been cooperative.

The subcommittee, headed by Rep. Oren Harris (D-Ark.) who is also chairman of the parent Commerce Committee, is asking some of the stations for a month-by-month breakdown on their national and regional advertising revenues and rates between December 1957 and April 1961. Others have been asked about specific periods within those 3½ years.

Broadcast licensees are required to file annual financial reports with the FCC. But these are kept confidential. And stations, wary of competitors, generally are reluctant to release the information to anyone else, particularly in the detailed fashion requested by the subcommittee.

Charles Howze, the subcommittee counsel who asked the questions in letters sent two weeks ago, said last week the response so far is "gratifying." He added that he realizes the stations consider the financial data confidential and that he intends to keep it that way. He indicated he isn't interested in the figures as such—but only how, and whether, they relate to the stations' ratings.

Other Questions ▪ In addition to information on revenue and advertising rates, the letters asked about changes in program formats and ownership, and whether power output has been increased.

The subcommittee is studying an area the American Statistical Assn's special committee didn't cover in its study of the quality of rating services (BROADCASTING, March 27). The letters are part of an effort to determine how ratings are used by stations, advertisers and agencies, and what their effect is on programming policies of the stations.

The follow-up probe has also involved the dispatch of two staff investigators into the field. Rex Sparger and Robert Richardson have spent a considerable part of the last four months visiting rating services and stations in various parts of the country (CLOSED CIRCUIT, Oct. 30).

The letter-writing project appears to be a pilot operation. Mr. Howze said if the information developed proves useful, he may decide to query additional radio stations and also begin contacting television outlets. He said it is of no particular significance that radio rather than television stations were quizzed first.

Although a considerable amount of effort has gone into the investigation—and more is planned—no decision has been made yet on whether hearings will be held. That question will be resolved after Congress reconvenes and the Commerce Committee plans its program of activities for the session.

those who decide what goes on the air to appeal to our higher as well as our lower tastes. And I won't stop telling the public it can insist on holding the standards high. The broadcasters will no more censor the FCC than the FCC will censor broadcasting."

Fewer Killings ▪ There are signs of much improvement in tv, Chairman Minow said, with fewer nightly killings, shootings and beatings. But, he warned, tv will not continue to improve unless the public demands that it improve. It is not the government's business to upgrade programming but the FCC can and will suggest the need for improvement, he said.

Broadcasters have taken their own "do-it-yourself" improvement of programming to heart, the chairman said, in praising President LeRoy Collins and the NAB for "constantly, vigorously and successfully" persuading the industry to adhere to high standards. "And public opinion is arising," he said. "'There is growing recognition that the people own the air and have the most powerful voice in its use."

He said that most broadcasters meet their promises to the FCC and regard the public interest as a way of life. "Some of them have told me it's about time we held their competitors to their promises, too," he said.

The chairman promised that renewal hearings will continue being held in the field where the public can be heard.

Broadcast Bureau favors ch. 3 payoff plan

The Broadcast Bureau told the FCC last week it approves of the proposed payoff arrangement between Acadian Tv Corp. and KTAG Assoc., if they meet certain conditions. The two companies are mutually exclusive applicants in Louisiana for ch. 3 Lafayette and ch. 3 Lake Charles, respectively (BROADCASTING, Nov. 27).

An examiner's initial decision favored a grant to Acadian. In a joint petition the companies asked the FCC to allow Acadian to pay $65,000 to KTAG for its expenses during the four-year hearing and grant the facility to Acadian without further delay. If the agreement is not approved, both applicants will continue to seek the channel, they said. The Broadcast Bureau pointed out that it concurred with the initial decision to make the grant to Acadian and with the urgency of bringing tv service to Lafayette. The agreement would be in the public interest, the bureau said, but urged the FCC to require KTAG to make a detailed showing of what the $65,000 expenses entail.

The joint petition also asked commission approval on an option agreement between the two parties under which Acadian has the option to buy the permit, but not property, of KTAG-TV, ch. 25 Lake Charles, if Acadian wants to use the uhf station as a satellite for ch. 3 Lafayette. The option price is $1. The bureau said the FCC should not act upon this agreement in considering the payoff application, since it does not deal with expenses.

VOA, Philco plan D.C.-Greenville relay

The U. S. Information Agency and Philco Corp. announced plans last week to link the agency's Voice of America Washington, D. C., studios with the powerful VOA transmitters under construction in Greenville, N. C., 250 miles away.

Philco will build microwave towers atop the buildings housing VOA and USIA headquarters, and tie them to eight other towers to be constructed between Accokeek, Md., and Greenville.

The announcement said Philco will lease the microwave network to USIA for $166,500 a year for five years. At the end of that time, the relay will become the agency's property.

The Greenville transmitters will operate with 4,800 kw, which the agency says will make the facility the most powerful shortwave station in the world. The system, being built at a cost of $23.2 million, will transmit VOA broadcasts to Europe, Africa, the Middle East and Latin America. It is scheduled to go on the air in December 1962.

Brown contact not improper—Cunningham

WSPA-TV CASE WAS OUTSIDE FCC AUTHORITY, HE SAYS

There is no evidence that Walter J. Brown, owner of WSPA-TV Spartanburg, S.C., did anything improper in talking with former FCC Chairman George C. McConnaughey in 1956, FCC Hearing Examiner James D. Cunningham, reported to the commission last week. He also found that nothing in the hearing record would disqualify the WSPA-TV owners as a licensee

Mr. Cunningham's supplemental initial decision followed a hearing ordered by the commission last summer (BROADCASTING, July 30) to explore charges by WAIM-TV Anderson, S.C., a uhf station, that Mr. Brown had made *ex parte* contacts or caused them to be made. The FCC was reviewing a Dec. 30, 1960, initial decision which recommended that WSPA-TV (ch. 7) be denied permission to change its transmitter site but that it not be disqualified as a licensee and decided the hearing examiner should have admitted questions on the *ex parte* allegation. WSPA TV's application for facility changes has pended since 1954 and has been disputed by WAIM-TV (ch. 40) before the FCC and the courts.

In 1956, Mr. Brown testified, he spoke to Mr. McConnaughey, then FCC chairman, to urge him to appeal a reversal by the Court of Appeals of an FCC decision which favored WSPA-TV. Obviously this was not an improper *ex parte* approach, Examiner Cunningham ruled, "for, as co-litigants before the Court of Appeals [WSPA-TV and the FCC] were entitled to consult with reference to the Court's holdings and the question of whether to seek review of the decision which had been adverse to both of them." Since the conversation occurred when the proceeding was under the jurisdiction of the court and not before the FCC for further consideration it could not be considered inconsistent with the commission's adjudicatory processes, the examiner said.

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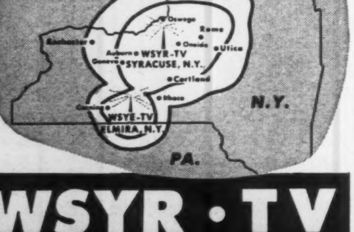

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The hearing examiner found no evidence that Mr. Brown had requested or intentionally caused Sen. Strom Thurmond (D-S.C.) to send a letter concerning the WSPA-TV proceeding to Chairman McConnaughey.

Mr. Cunningham's decision concurred with proposed findings by the Broadcast Bureau, which also found WSPA-TV free of *ex parte* taint. The supplemental initial decision affirms the 1960 decision that grants the protest of WAIM-TV to the extent of setting aside the commission's 1954 grant of change of transmitter site for WSPA-TV but denies WAIM-TV's protest against WSPA-TV's licensee qualifications. The full commission now will consider whether to confirm or reject the examiner's decisions.

FCC orders hearing; charges involve WIXI

The FCC last week set a hearing on an application by WIXI Irondale, Ala., for a license to cover its construction permit and for an application by W. D. Frink, WIXI's owner, and Fred H. Davis, for a 1 kw am station at Centreville, Ala.

The issues, the FCC said, include misrepresentation and concealment of material facts, unauthorized transfer of WIXI control, questioned financial qualifications and other matters.

Charges that Mr. Frink had entered into a contract to sell WIXI without informing the FCC were made by the alleged purchasers, Thomas L. Whitley and Harold F. Byrnes, who claimed they gave Mr. Frink $10,000 to bind the deal and had managed the affairs of the station since 1958.

Mr. Frink told the FCC he maintained control of the station as permittee and that Messrs. Whitley and Byrnes had approached him, offering $10,000 as a loan under the condition they be given a long term management contract. He said the money was to be repaid from station profits. According to Mr. Whitley, what Mr. Frink told the FCC were only management contracts also contained a purchase option; he said Mr. Frink told the FCC about the financial arrangements only after learning that Messrs. Whitley and Byrnes would undertake no deals without the FCC's knowledge.

FCC stands fast on KWK procedure

KWK St. Louis lost two procedural rounds to the FCC last week in its fight against license revocation charges brought by the agency. The commission (1) refused to reconsider an earlier order scheduling reopened hearings for St. Louis and (2) denied a KWK request that the hearing examiner be authorized to entertain a motion for an immediate decision without the station presenting its defense.

The hearing is scheduled to resume Jan. 15 in Milwaukee, moving to Chicago Jan. 16 and St. Louis Jan. 18 (BROADCASTING, Dec. 18). The FCC's Broadcast Bureau presented its case during St. Louis hearings last fall.

WTID ownership claim damaging, says Reznick

A suit for $550,000 was filed last week in federal court in Baltimore by broadcaster Max Reznick of Washington against Equity Investment Co. and Robert Harold Symonds. Mr. Reznick claimed his business reputation was damaged when Equity claimed ownership of WTID Newport News, Va. Mr. Symonds was president of Equity at that time (BROADCASTING, Dec. 18).

According to FCC records, Mr. Reznick and Morton Lifshutz own WTID; with Mr. Reznick owning 52.6% and Mr. Lifshutz, 47.4%. Mr. Lifshutz was an officer of Equity, as well as of the bankrupt Mutual Security Savings & Loan Assn.

Truppin pleads guilty gets suspended sentence

A winner of $13,000 on the tv quiz show *Tic Tac Dough* pleaded guilty Tuesday (Dec. 19) to second-degree perjury in special sessions court in New York. Sentence was suspended.

Dr. Michael Truppin, a physician, admitted that he had lied when he told a grand jury last year that he had not received assistance from the show's producers before his participation in the show. The defendant's lawyer said his client had suffered greatly since the quiz scandals began.

FCC revokes WIOS after hearing waiver

The FCC in its first use of its revocation power in recent times, took the license of WIOS Tawas City-East Tawas City, Mich., away from Ralph S. Underhill last week. The commission found Mr. Underhill guilty of misrepresentation, lack of candor and of other disqualifying violations in connection with the application of Capitol Broadcasting Co.—of which Mr. Underhill was 35% owner—for a new am station in East Lansing, Mich.

A year ago, the commission denied Capitol's application (pending several years) and held that Mr. Underhill filed at Tawas City in 1956 solely to help the Capitol bid in East Lansing (BROADCASTING, Sept. 12, 1960). That conclusion is strengthened, the commission said, by Mr. Underhill's move to sell the station five months after it was granted.

The FCC held Mr. Underhill concealed and misrepresented financial support furnished by Capitol to his East Tawas application and was evasive in testimony before the commission. Mr. Underhill (city manager of Lansing) has an outstanding record of civic endeavors but this does not lessen the seriousness of the abuse of FCC processes, the commission said.

Also pending before the commission was the sale of WIOS to Superior Broadcasting Co. To allow such a transfer when serious violations have occurred would be to render ineffective the enforcement of its rules, the commission said. Any licensee which has violated the terms of its license could then sell its station, regardless of how flagrant the violations, the FCC said.

The revocation proceeding was instituted by the FCC last March (BROADCASTING, March 20). In a letter denouncing the hearing examiner in the Lansing case, Mr. Underhill waived his right to a hearing in the WIOS revocation. He denied all allegations and said that he was selling WIOS at a loss so the area could keep its only local station.

Commissioner Rosel H. Hyde dissented to the revocation; the commission's staff, it is understood, favored approval of the transfer.

Examiner asks restraint on toy ad allowances

A Federal Trade Commission examiner has recommended that toy manufacturers be prohibited from discriminating among competing customers in paying allowances for advertising in any printed publication.

FTC Examiner Joseph W. Kaufman found that nine toy makers made payments to certain toy catalog companies owned and controlled by its jobber customers but failed to make the same terms available to other jobbers who competed in reselling its products.

Christmas recess

There will be no regular meeting of the FCC this week because of the Christmas holidays. The next meeting of the commission will be held the first week of January 1962.

The nine manufacturers: Kohner Bros., New York; Mattel Inc., Hawthorne, Calif.; Fisher-Price Toys Inc., East Aurora, N.Y.; Hubley Mfg. Co., Lancaster, Pa.; Hassenfeld Bros, Inc., Central Falls, R.I.; Knickerbocker Toy Co., Brooklyn, N.Y.; Remco Industries Inc., Newark, N.J.; Porter Chemical Co., Hagerstown, Md., and Wolverine Supply & Mfg. Co., New York.

The FTC staff had recommended that the hearing examiner issue a broad order including in the prohibitions payments for tv advertising; the manufacturers suggested a narrow order dealing only with advertising in printed matter and to jobber customers.

Examiner Kaufman said the record in the hearing had not shown that "the book" should be thrown at the respondents. His recommended order is aimed at discriminating among customers in paying allowances for advertising in any printed publication.

Appeals court reversal supports WEOL in suit

A $1-million triple damage antitrust suit brought by a radio station against a local newspaper was ordered reinstituted last week when a unanimous three-judge panel of the U. S. Court of Appeals for the Sixth Circuit reversed a lower court judge's dismissal.

The radio station is WEOL Elyria-Lorain, Ohio, which is suing the *Lorain* (Ohio) *Journal* for damages suffered, WEOL claims, when the newspaper refused to accept advertising from local merchants who advertised on the station. The newspaper was found guilty of an antitrust violation because of this practice in a government civil suit in 1951. In the same year, WEOL brought suit to recover losses allegedly suffered because of the newspaper's policies. The suit was dismissed in 1960 by U. S. District Judge James C. Connell, who said the radio station had not produced enough evidence to prove losses, and had not shown that the losses were attributable to the newspaper's practices.

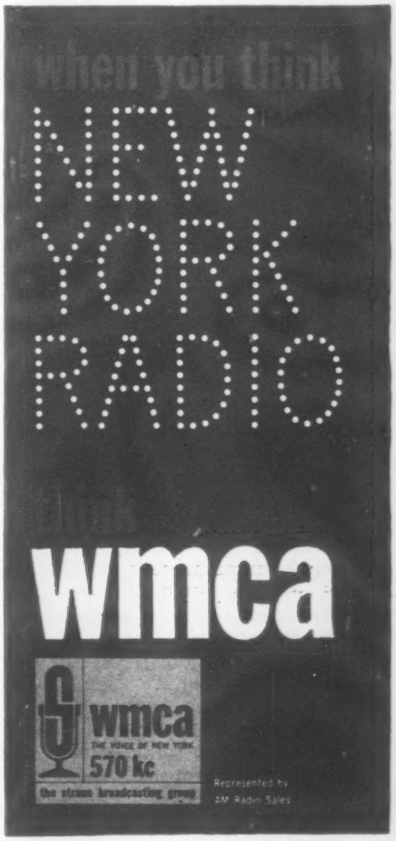
In the appeals court decision, written by Circuit Judge Shackelford Miller, Jr., for himself and Judges John D. Martin Sr., and Paul C. Weick, the dismissal was over ruled and the case sent back for further proceedings. The appellate court found that the lower court had erred in many of its findings.

S. C. officials oppose ch. 10 reassignment

Gov. Ernest Hollings and other elected officials of South Carolina last week asked the FCC to ignore a request by WBBQ Augusta, Ga., that ch. 10 in Columbia, S.C., (WIS-TV) be moved to Augusta (BROADCASTING, Dec. 11). WIS-TV occupies one of eight vhf channel assignments the FCC has proposed to delete in its deintermixture rulemaking.

The South Carolina officials said it would be more appropriate for ch. 6 or ch. 12 to be reassigned from Augusta to Columbia, which is bigger in population, metropolitan area, retail sales, etc. They also claimed that assignment of ch. 10 at Augusta would not take vhf service from part of the Columbia area and thus would defeat the commission's deintermixture aims. The officials have been consistently opposed to the deletion of ch. 10 Columbia.

Gov. Otto Kerner of Illinois last week wrote the FCC to protest proposed vhf deletions in Rockford, Champaign and Springfield, all Illinois.



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NEW RADIO-TV LAW NEEDED—TAISHOFF

Lawyers urged to draft statute based on First Amendment

Broadcasting needs a new communications act; the old one is eligible for retirement. This was the call sounded to communications lawyers last week by Sol Taishoff, editor and publisher of BROADCASTING and *Television* magazines.

Mr. Taishoff called for a new communications statute whose cornerstone would be the First Amendment. He also suggested:

- Judicial status for commissioners, with lifetime tenure and remuneration adequate to attract able men.
- Licenses to be awarded in perpetuity, subject to revocation on conviction under criminal law.

The publisher's remarks were made to the Federal Communications Bar Assn. meeting in Washington. He called on the FCBA to begin drafting suggested legislation as a guide to Congress.

FCBA President Robert M. Booth Jr. said that the bar association would seriously consider the proposal.

1927 Act ▪ The broadcast portion of the present Communications Act, Mr. Taishoff pointed out, was lifted directly from the 1927 Radio Act. The Act instructed the Federal Radio Commission and its successor, the FCC, to operate in the public interest, convenience and necessity, and this phrase "has been stretched to justify practically every federal excursion into broadcasting," Mr. Taishoff said. "The phrase was vague to begin with, and time has only made it fuzzier," he added.

The body of law that has been built since the Radio Act of 1927 was adopted "is itself a mountain of confusion," Mr. Taishoff said. Any lawyer on either side of a case can find court decisions to support his preconceptions, he said.

Mr. Taishoff saw little hope that the First Amendment issue—"the most important issue now facing broadcasting" —will be resolved by any court test. The FCC will steer clear of a direct violation, and a broadcast licensee, based on past records, will try to find a way to settle a matter "without putting his license on the line."

Amendments Bad ▪ Piecemeal legislation, through amendments, is futile, Mr. Taishoff declared. When Congress amended Sec. 315, the political broadcasting section, it added a new provision stating that broadcasters must afford opportunity for the discussion of conflicting views on issues of public importance. This, he added, "was a brand new invitation for government intervention."

The obscenity section of the original Communications Act was removed and placed in the criminal code, Mr. Taishoff said, but only two weeks ago an FCC hearing examiner recommended that a broadcaster's license renewal be denied because the licensee permitted a disc jockey to make broadcasts that the examiner judged to be obscene. This referred to the Kingstree, S.C., case (BROADCASTING, Dec. 18).

"A doctor does not wait until his patient is afflicted with his terminal illness before he prescribes radical surgery," Mr. Taishoff said. It is, he said, up to communications lawyers to serve their clients' best interests by accepting the obligation to draft a new law "that will clearly mark the limits of federal influence and federal regulation."

Economist recommends auctioning of licenses

A professor of economics has suggested a complete revision of broadcasting regulation — including the auctioning off of licenses, a tax on broadcast earnings, and the establishment of a trust fund to subsidize changes in technology and programming where necessary.

The proposals are contained in a 45-page article in the fall issue of the *Georgetown Law Journal* (issued in October). Written by Harvey J. Levin, chairman of the Department of Economics, Hofstra College, the article is entitled "Regulatory Efficiency, Reform and the FCC."

A change is needed in broadcast regulations, the Hofstra professor says, because the FCC has failed to enhance competition, has acquiesced in ownership and area concentration, and has conferred advantages haphazzardly on different types of stations.

Public auctions and an annual royalty charge, Prof. Levin argues, could be used to stimulate "technological breakthroughs, freer station entry, competition and greater program choice."

This money, he added, would be set up as a Broadcast Trust Fund, and administered by a Presidential Advisory Board.

In his conclusion, he says:

"Insofar as they act to economize the FCC's rationing function, public auctions might help reduce the backlog of hearings and applications, speed up entry, spare industry and government alike large expenditures, and, together with royalty charges, reduce opportunities for improper influence and otherwise free the regulator's energies and resources for basic policymaking and planning. Members of Congress would be spared the need to intervene on behalf of specific applicants. The industry would also be relieved of having to court influential contacts, of having to make outlandish promises, and of being considered the recipient of unique, unwarranted special privileges. Its operating efficiency might also benefit from the clarification of regulatory priorities and minimal service standards."

WJPB-TV sale okayed but will be watched

With a warning that the future operation of WJPB-TV Weston, W. Va., will be "closely scrutinized," the FCC last week approved the sale of 50% of the station by J. P. Beacom to Thomas P. Johnson (47.5%) and George W. Eby (2.5%).

The FCC's action reaffirms a February 1960 approval of the transfer, which was set aside after a protest by WBOY-TV Clarksburg, W. Va., that there had been an unauthorized transfer of control. The 1960 action was stayed pending a hearing on the WBOY-TV charges.

In last week's decision, the commission said WJPB-TV's (ch. 5) arguments "in mitigation" of failure to file the required ownership reports are "sufficiently persuasive" to prompt affirmation of the earlier approval without hearing. "In taking this action we do not detract from the gravity of the matters raised in this proceeding," the FCC said.

"On the contrary, the performance of the station under its new ownership will be closely scrutinized." The agency pointed out that a possible short-term renewal was not before it in the sale application but that such a possibility will be considered in connection with WJPB-TV's pending application for license.

"Any substantial departure from the standards expected of broadcast licensees, taken together with the matters of record in this proceeding, would raise most serious questions as to the qualifications of the station's owners," the commission warned.

The transfer of positive control of WJPB-TV arose out of an option agreement between former competing applicants for Weston ch. 5. Mr. Beacom received the ch. 5 grant in November 1959 following an agreement between his WJPB-TV Inc. and Tele-

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casting Inc. (ch. 22 WENS [TV] Pittsburgh, now off the air). In return for the withdrawal of Telecasting's application, WJPB-TV granted a three-year option for Telecasting to purchase 50% of the Beacom application. Two weeks after the grant, Mr. Johnson (majority owner of WENS) and Mr. Eby (a Telecasting stockholder) contracted to buy 50% of WJPB-TV, Mr. Beacom retaining 50%.

An application effecting these changes was filed in January 1960 and was granted without hearing in February of that year. In the proceedings that followed the WBOY-TV protest, both that station and the Broadcast Bureau maintained there was an unauthorized transfer of control of WJPB-TV and WENS and that Messrs. Beacom and Johnson both were guilty of deliberate concealment of the facts from the FCC.

FCC IS SPURNED

Civil Service refuses super-grade ratings

Five key staffers at the FCC were happy with individual promotions last week but their superiors and the commissioners themselves were wondering out loud just what the Civil Service Commission has got against the Federal Communications Commission.

This was the reaction to Civil Service's refusal to classify any of the top staff positions at the FCC as super Grade 18 and to add any additional Grade 17's. Legislation was passed by Congress last summer which authorized the Civil Service Commission to upgrade key positions in the regulatory agencies. Civil Service alone had the jurisdiction to decide who got what.

The FCC, which presently has no Grade 18's and only six Grade 17's, had recommended that some 40 key staff positions be raised to the top pay level. Civil Service, however, turned the commission down flat in the two highest salary levels for Civil Service personnel and there is no appeal except to the ruling agency, a step that has been taken an FCC spokesman said.

It was pointed out that the FCC is the only Federal regulatory agency which does not have a single employe with a rating of Grade 18, while other agencies of lesser importance have several. Civil Service's allocation of the new super grades to the exclusion of the FCC shows the former has a "completely inadequate realization" of the important role the FCC plays in the government's regulatory system, an FCC'er said. It was maintained that key staffers at the FCC—such as the general counsel, chief engineer, Broadcast Bureau chief—play much more important roles in the nation's economy and well being than do their counterparts at other government agencies who outrank them.

The Civil Service Commission did grant the FCC five additional Grade 16 positions (for a total of 15). Receiving the Christmas "presents" and an increase in pay to a minimum of $15,255 were Joe Nelson, chief of renewals and transfers; Daniel Ohlbaum, assistant general counsel for litigation; Gerard Cahill, assistant general counsel for legislation; James Juntilla, supervising general attorney of the Broadcast Bureau, and William Watkins, assistant chief engineer.

Ch. 12 record closed, last 'ex parte' case

The record was closed last week on the sixth—and last—of the *ex parte* cases before the FCC. Chief Hearing Examiner James D. Cunningham accepted the last group of stipulations and affidavits Thursday (Dec. 21) in the Jacksonville, Fla., case and then closed the record.

The question before the commission is whether any of the three original ch. 12 applicants—Florida-Georgia Tv Co. (the successful party which operates WFGA-TV Jacksonville), Jacksonville Broadcasting Co. (which won an initial decision but lost the grant) and the City of Jacksonville—attempted to influence the decision of the FCC with off-the-record contacts.

The Jacksonville hearing began in October (BROADCASTING, Oct. 16) and over 1,200 pages of direct testimony has been taken along with over 100 exhibits. Much of the case was presented in the form of affidavits from witnesses who did not appear in person and in stipulations among counsel. Charges were aired during 1958 hearings by the House Legislative Oversight Subcommittee that off-the-record presentations to former FCC Commissioner Richard A. Mack were made on behalf of all three applicants. The City of Jacksonville has since dropped out of the contest.

Examiner Cunningham ordered that proposed findings be filed by Feb. 5, 1962, and reply findings by Feb. 19.

FCC informal opinions given on Petker series

Two informal opinions dealing with the radio transcription series produced and distributed by Al Petker, head of A. P. Management Corp., Beverly Hills, Calif., have been issued by the FCC at Mr. Petker's request. They deal with application of Sec. 317 of the Communications Act to time-barter deals with radio stations (BROADCASTING, Dec. 11).

The *Celebrity Fives* series of five-minute programs, each of which contains commercial messages for clients of A. P. Management, would appear to comply with Sec. 317, the Commission said in a letter over the signature of Ben F. Waple, acting secretary. The furnishing of the program series constitutes valuable consideration to the stations and a sponsorship identification announcement is required, the letter noted.

As to another series, *PSM*, this opinion was given, "It appears that in return for receiving the series, and certain promotional merchandise, the station is required to broadcast a minimum of two 30 to 60-second spot announcements daily on behalf of your clients and to furnish you with a monthly performance affidavit. This obligation on the part of the station appears to constitute payment by the station for the series.

"Since it does not appear that the series contains any reference to any commercial product or services, no sponsorship identification announcement with respect to the supplier of the series would be necessary. Accordingly, the only sponsorship identification announcement (s) required are those relating to the spot announcements."

The Commission added usual disclaimer language on the contents or propriety of the program matter involved, applicability of network policies, or rules covering controversies.

Plea to hurry ch. 13 proceedings opposed

Opposition was filed with the FCC last week against the proposal by Grand Broadcasting Co. that the commission forego an oral hearing in the ch. 13 Grand Rapids, Mich., tv case and base its decision on affidavits and exhibits (BROADCASTING, Dec. 18).

The opposition was filed by West Michigan Telecasters Inc., which claimed the Grand Broadcasting pleading was a criticism of the attempts by ch. 13 applicants to establish an interim operation pending the outcome of the comparative hearing. Grand has maintained that it will take as long to get an interim station on the air as it would for the FCC to issue a grant after considering the paper case.

West Michigan also objected to any sort of conditional grant to Grand on the ground that the commission's rule requires that all parties agree on an interim operator. Besides Grand and West Michigan, other ch. 13 Grand Rapids applicants are Peninsular Broadcasting Co., Major Television Co., Atlas Broadcasting Co., and MKO Broadcasting Corp.

READE, STERLING TV IN MERGER

'Quality' film of theatre chain to be brought to tv

Walter Reade Inc. and Sterling Television Co., both New York, will merge into Walter Reade Sterling Inc. to produce, distribute and exhibit films for theatres and tv.

Sterling, a tv program producer and distributor, will assist in bringing Reade-controlled feature movies, which include such theatrical box-office successes as "Room at the Top," "Saturday Night and Sunday Morning" and "The Mark" to the television market. Saul J. Turell, Sterling board chairman and president, said he is confident that with "proper" merchandising, planning and distribution, the tv networks and stations will program in prime time the kind of "quality" films that have attracted large audiences to the Walter Reade Theatres in New York and New Jersey.

Walter Reade Jr., president of Walter Reade Inc., will be board chairman and chief executive officer of the new organization. Mr. Turell will assume the presidency. The merger proposal will be submitted for approval to the boards of directors of both companies and subsequently to Sterling stockholders at a special meeting. Sterling shares are traded in the over-the-counter market. Sterling will issue capital stock to acquire the Reade interests which are held by the Reade family.

The 54-year-old Walter Reade Inc. operates a chain of 28 theatres in the New York-New Jersey metropolitan area; a supporting vending concession and food operation; an in-plant cafeteria firm; a theatre-screen advertising company. A subsidiary, Continental Distributing Inc., claims to be the country's largest independent motion-picture distribution company. The parent company grossed more than $10 million in 1960, it was announced.

The Reade interests also include a tv production-distribution company, Intercontinental Television Inc., a wholly-owned subsidiary of Continental Distributing. It is the producer of *Golden Time,* 39 half-hour series adapted from the Golden Book children's series, and is the distributor of *International Playhouse* (13 90-minute dramas created by British tv producer John Woolf) and a group of films from Continental's post-1954 library.

Recent Sterling output includes the former ABC-TV series, *Silents Please* and the tv specials "Hollywood: the Golden Years," "The Legend of Rudolph Valentino" as well as the "Race for Space."

Sterling's Screen News Digest Division will continue to distribut Hearst-Metrotone current-affairs films free to more than 20,000 schools 10 months a year, through the support of nearly 50 large corporations. Sterling's education Film Division, which sells film series to schools, will be expanded. Sterling also entered the feature-film field this year with "The Great Chase."

The interests of Walter Reade Jr. in the entertainment field do not include pay-tv. As a theatre owner he has been one of the industry's leading spokesmen in efforts to prevent pay-tv experiments.

Reasoned ration

Richard S. Burdick, managing director of WHYY-TV Philadelphia, an etv outlet, thinks he has solved the problem of guiding his children's viewing habits, reports the weekly *TV Guide.* At the beginning of each week he asks his two just-teen-age children to submit a schedule of the programs they want to see during the week. He allows one hour a day for tv, but is willing to make exceptions for specials. After each show they watch, the children write out a short critical observation on it.

Film sales...

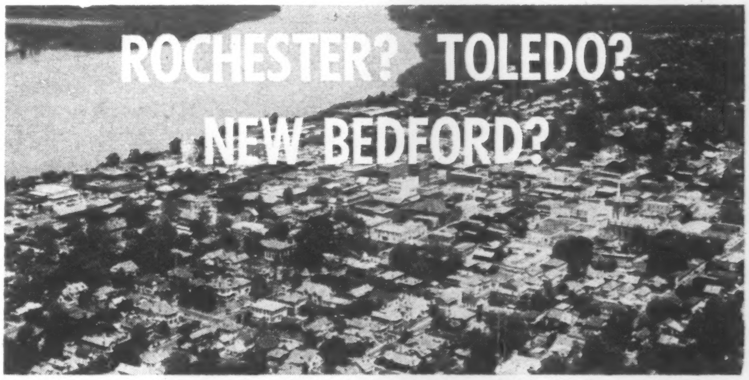
Jeff's Collie (ITC): Sold to KSTP-TV Minneapolis-St. Paul; WICS-TV Springfield, Ill.; and KVAL (TV) Eugene, Ore.

Susie (ITC): Sold to KPTV (TV) Portland, Ore., and WMAR-TV Baltimore.

Best of the Post (ITC): Sold to WOR-TV New York and WPBN-TV Traverse City, Mich.

Interpol Calling (ITC): Sold to WTAR-TV Norfolk, Va., and WPBN-TV Traverse City, Mich.

March of the Wooden Soldiers (Christmas show) (ITC): Sold to KHJ-TV Los Angeles; KJEO-TV Fresno; KVIP-TV Redding, and KVIQ-TV Eureka, all California; KTAL-TV Shreveport, La., and WWLP (TV)



NO, THIS IS "KNOE-LAND"
(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana
The only commercial TV station licensed to Monroe.

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Aerial view of historic Natchez, Mississippi, noted for its famous Pilgrimage.

Springfield, Mass.

The Almanac (Freemantle International): Spanish language version sold in Argentina, Peru and Uruguay.

Felix the Cat (Freemantle International): Spanish version (*El Gato Felix*) sold to Telesystema Mexicana (Emilio Azcarraga organization) for Mexican stations.

Warner Bros. Post-'50 Films (Vol. II) (Seven Arts Assoc.): Sold to WREX-TV Rockford, Ill.; WKOW-TV Madison, Wis.; KNDO (TV) Yakima, Wash.; KRDO-TV Colorado Springs-Pueblo, Colo., and KTHV (TV) Little Rock, Ark. Now in 85 markets.

Bob & Ray library offered to stations

Bob Elliott and Ray Goulding, radio-tv comedy personalities, have announced plans for a new syndication venture, *The Bob & Ray Radio Comedy Library*. Compiled from recorded comedy vignettes, the series will be leased to local radio stations on an exclusive basis, in packages of 260 or 520 spots, each of approximately three minutes in length.

During the one-year term of the lease, stations may use the vignettes an unlimited number of times and sell them for local sponsorship. Upon second year renewal, a complete new library becomes available.

The Bob & Ray Radio Comedy Library will be ready for release early in 1962, and will be distributed through Graybar Theatrical Productions Inc., New York.

Ziv-UA psychoanalysis

Now television markets are going to get psychoanalyzed.

For use on its new *Keyhole* series, Ziv-United Artists and a private research team have undertaken a special "psychoanalysis of markets" to determine in advance how a particular category of program would be likely to fare in a specific area, on the basis of the established "psychological profile" of the market.

The continuing study, to be done market-by-market, is expected to aid the syndicator in planning future series, a spokesman said.

CRC presents a 'Sing Along'

Commercial Recording Corp., Dallas, treated advertising men in that city to an elaborate luncheon meeting earlier this month.

Under the supervision of John J. Coyle, CRC president, and Tom Merriman, artistic director, the ad clubbers were treated to a full scale 'Sing Along' complete with a 16-voice male chorus, three girl soloists and a 10-piece orchestra. CRC, a pioneer in radio 'Sing Along,' demonstrated how much work goes into the production of such a series.

Jamel's 'flip card stagette' provides video

Jamel Productions, New York, has devised a "Flip Card Stagette" that it considers valuable for local television stations and program producers faced with the problem of effectively and economically telecasting merchandise on local commercials or in programs.

The "stagette" was conceived by Gilbert Cates, president of Jamel, who also is producer-director of ABC-TV's daytime game program *Camouflage*. It was his association with this program and other giveaway shows that impelled Mr. Cates to devise a method of displaying merchandise on television that would be relatively inexpensive but still lifelike. He explained that a producer either has to invest heavily for a live presentation of merchandise on a program, or settle for conventional flip cards that, in Mr. Cates' opinion, detract from the dramatic impact of a program.

He experimented for several years and finally introduced the "stagette" on *Camouflage* a few months ago. He describes the device as "an unqualified success" and notes that suppliers of merchandise to *Camouflage* have written him letters of commendation.

The device, including a base, is six feet high. The "stagette" itself, mounted on the base, is 5 feet deep, 2½ feet wide and 2 feet high. It is divided into two main portions—a foreground section and a background section. The foreground contains a slot into which is inserted a plexiglass sheet with a cutout of the object to be photographed (an auto, a fur coat, a refrigerator etc.). The other section accommodates a cutout for the background of the desired picture—scenery of an open road, draperies, archways. Each section contains its own lighting unit connected to the dimmer panel, thus enabling the proper lighting effect to be achieved. Once the desired foreground and background are mounted, the tv cameraman photographs the

Program notes...

Winner ▪ Two episodes on CBS-TV's *The Twentieth Century*, "Traffic Jam Upstairs" and "Age of the Jet," won awards in the 24th annual Writing & Picture competition sponsored by Trans World Airlines. It was the first time any television awards were given.

Gandhi segment okayed ▪ Having obtained official sanction from the Indian government, producer Jack Haley Jr. has finalized plans to produce a telefilm documenting the life and times of Mahatma Gandhi as a segment for the *Biography* series, which Wolper Productions is producing for Official Films. Ram Bagai, president of Films of India, which imports and distributes films in the U. S., has been signed by Wolper as technical consultant and to make available his personal library of film footage of Mr. Gandhi.

Studios acquired ▪ International Sound Studios, Hollywood recording company, has been bought by a group headed by Richard A. Livingston, former president of the California Manufacturing Assn. His son, Dick, has been appointed manager of the studios, which have added $250,000 worth of new equipment, including Newmann ES 59 cutting heads and systems imported from West Germany.

TIO kit ▪ Television Information Office, New York, has distributed to its sponsors a 25-minute color slide illustrated presentation, "Television: Programming." The kit is the third of four presentations that have been prepared for use with community groups and station personnel. The new kit deals with factors involved in the kinds of programs to broadcast and with the complexities of tv program production.

New war story ▪ Rick (*Case of the Dangerous Robin*) Jason has been signed to star in a new hour long series, *Combat Platoon*, being produced by Selmur Productions, producing arm of ABC-TV. The series will deal with the exploits of Master Sergeant Gil Hanley in World War II. The series was written and produced by Robert Pirosh.

Jazz show ▪ *Jazz for Sale*, a half-hour television series starring top performers in the jazz field, is being produced on video tape at MGM Telestudios by Seven One Seven Productions, independent producing company headed by James Lichtman. Mr. Lichtman reported he is negotiating for sale both through regional sponsorship in the U.S. and overseas.

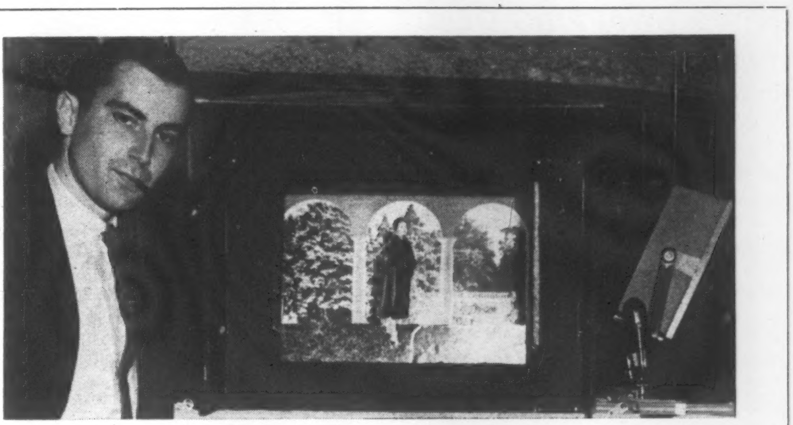
Juvenile documentary ▪ Allen-Dunn Productions, New York, is shooting

animation effects

scene. The plexiglass sheet, inserted in the foreground, can be moved to provide a sense of animation.

Believing that the device has application for local tv stations and other program producers, Mr. Cates has applied for a patent, which is still pending. He said he can supply delivery of the "stagette" in about eight weeks. Initially, the price will be under $1,000 (without base, as stations can utilize a stand they may already have). For an additional $300, Jamel can provide a screen with mounting for rear screen projection.

"I think our gadget can be useful to a station for both its local programs and commercials," Mr. Cates commented. "For example, if a local auto advertiser wanted to show an automobile and a showroom, why bother to send out a crew to film it? By using a flip-card of the auto in the foreground and one of the showroom in the background, you can get a most satisfactory, almost life-like effect."



Gilbert Cates, president of Jamel Productions, New York, is shown beside a device he invented—a "flip card stagette" that he believes will be useful to local tv stations and program producers in telecasting merchandise on local commercials or shows. Shown within the stagette are a plexiglass flip card of a lady in a fur coat, inserted in the foreground, and an archway, placed in the background. The foreground and background sections have separate lighting units to supply desired lighting effects.

Jamel's headquarters is located at 119 W. 57th St., but the "stagette" will be produced under Jamel's supervision at various stage construction companies in New York.

"The Streets of New York," a documentary on juvenile crime on New York streets. The film is to be syndicated. It is unsponsored at the moment.

Builders' award ▪ *Builders Showcase,* weekly half hour television show produced by Ray-Eye Productions, Kansas City, has been given a first place award for the best merchandising idea for builders by the National Assn. of Home Builders, Washington, sponsor of the competition.

Mummers on RFE ▪ WIP Philadelphia will cooperate with Radio Free Europe in the presentation of the annual Mummers' parade held annually in that city on the RFE network. WIP will furnish all tapes of the event to RFE.

New committee ▪ The National Academy of Recording Arts & Sciences has announced the formation of a national liaison committee to work with industry organizations and associations to increase its recognition as an awards organization. It also will investigate means by which it can promote the recording industry in relation to the entertainment field and to the public in general.

San Francisco ▪ Opening episode of *333 Montgomery Street,* which MGM-TV is producing for NBC-TV, will start filming early in January on location in San Francisco, with Boris Sagal directing. Episode was written by E. Jack Neuman, who will also produce it. Edmond O'Brien will star as a San Francisco lawyer in the full-hour series, to be produced with J. W. (Jake) Erlich, noted bay city attorney, as advisor.

USIA buys show ▪ United States Information Agency has purchased "The Rafer Johnson Story," Sterling Television Co., New York, announced last week. The Wolper-Sterling produced tv special will be used in USIA's worldwide information program. The film program, now available for sale on a regional basis in the U. S., was seen in several east coast markets in July and August. Hamm's Beer has purchased it for presentation in Fresno, Redding and Eureka, all California.

Going worldwide ▪ Independent Television Corp., New York, has been named worldwide distributor for Filmaster Inc.'s newly-completed 39-episode series, *The Beachcomber,* starring Cameron Mitchell. The ITC-Filmaster deal is the second joint arrangement ITC has entered into within a month. In November, ITC concluded arrangements with Paramount Pictures for production and distribution of a new 5½ minute color cartoon series, *Kozmo—the Kid From Mars. Beachcomber* is now in 126 domestic markets.

Schweitzer show ▪ As a Christmas special, Metropolitan Broadcasting Co. presents today (Dec. 25) an unusual documentary on the work and philosophy of Dr. Albert Schweitzer, filmed by Metropolitan's Mark Evans at the doctor's settlement and hospital in Lambarene, Africa. The Christmas broadcasts are on Metropolitan's WTTG (TV) Washington and WNEW-TV New York. The program will be shown on the company's other tv outlets at a later date.

Real estate program ▪ A five-minute radio series, *Adventures in Real Estate,* has been announced by LaSalle Research Inc., Minneapolis. LaSalle has concentrated in turning out sales training discs for real estate brokers and salesmen under the title "Real Estate Workshop." The new series includes real estate transactions from the files of the "Real Estate Workshop."

Symphony available ▪ The Boston Symphony Orchestra has announced the availability of 31 one-hour videotaped concert programs. Rate cards for individual markets range from $4,000 to $26,000 for the series. The programs feature symphonies and other concert music by Beethoven, Mozart, Handel, Wagner, Schubert, Bach, Piston, Copeland and Brahms. The series was produced by WGBH-TV Boston.

New MGM projects ▪ New projects being planned by MGM-TV for the 1962-63 season include two half-hour series, *The Human Comedy* and *Andy Hardy.*

NTA'S SWAPPING DEAL

Tv stations offered library in NTA's investment plan

National Television Associates is offering tv stations its program library of films and features in exchange for station time.

The offer is tied to projected NTA investment in companies whose products would be promoted on time obtained in exchange for the library, it is understood.

NTA is planning an announcement early next year covering the investments and the markets in which it is seeking time commitments, according to a company spokesman.

He said NTA "is not bartering in the classical sense of peddling film programs for time and then scouting around for clients to buy that time."

This is all the company would disclose about its plans: "There are several companies in which we are interested as a business investment. We are offering stations in selected markets the opportunity to obtain our programs in return for time, which we will turn over to those companies. In this way, NTA will acquire a proprietary interest in these companies."

The NTA library being offered stations consists of 700 feature films, 30 tv program series, five tape series, 600 cartoons and 960 short subjects.

Program Savings ▪ Stations approached by NTA are understood to have been told the library would permit them to effect major savings in programming costs. One proposed way of utilizing the library was based on about 18 hours of time a week prior to 4 p.m. and 14 hours after 4 p.m. This, it was explained, was merely one of many ways the library could be used by a station. The suggested schedule did not interfere with network programs or locally originated newscasts.

The station would get exclusive rights in its market to the NTA library with the exception of individual items that might be under contract at the moment to competing stations.

Spot time made available to NTA under the proposed contracts would cover all classes of time and portions of the day. It's not believed there is a firm tie-up between spot time made available to NTA and the programs in the library.

The tv film program portion of the library includes *Playhouse (Play of the Week)*, 26 half-hours; *Life Is Worth Living* (Bishop Sheen), 52 half-hours; *Grand Jury*, 39 half-hours; *Tv Hour of Stars*, 90 hours; *Sheriff of Cochise*, 78 half-hours; *Mantovani*, British musical series, 39 half-hours; *O. Henry Playhouse*, 39 half-hours, and more than a score of others.

Five taped programs are *Alex in Wonderland*, 26 half-hours; *Bishop Sheen Program*, 39 half-hours; *Mike Wallace Interview*, 196 half-hours; *Open End*, 52 programs; and *Play of the Week*, 78 two-hours.

NTA's New York station, WNTA-TV, is involved in negotiations with Educational Television for the Metropolitan Area Inc., which would use the station as an educational outlet (story page 37).

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV:

Dec. 25-29, Jan. 1-3 (10:30-11 a.m.) **Play Your Hunch**, part.

Dec. 25-29, Jan. 1-3 (11-11:30 a.m.) **The Price Is Right**, part.

Dec. 25-29 (12:30-12:55 p.m.) **It Could Be You**, part.

Dec. 25-29, Jan. 2, 3 (2-2:30 p.m.) **Jan Murray Show**, part.

Dec. 26 (7:30-8:30 p.m.) **Laramie**, part.

Dec. 27 (10-10:30 p.m.) **The Bob Newhart Show**, Sealtest through N. W. Ayer.

Dec. 27, Jan. 3 (10:30-11 p.m.) **David Brinkley's Journal**, Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

Dec. 28 (10-11 p.m.) **Sing Along With Mitch**, Ballantine through William Esty, Buick through Burnett and R. J. Reynolds through Esty.

Dec. 30 (9:30-10 a.m.) **Pip the Piper**, General Mills through Dancer-Fitzgerald-Sample.

Dec. 30 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

Dec. 30 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, General Mills through Dancer-Fitzgerald-Sample.

Dec. 30 (5-6 p.m.) **All-Star Golf**, Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Dec. 30 (7:30-8:30 p.m.) **Tales of Wells Fargo**, part.

Dec. 30 **Saturday Night at the Movies**, part.

Dec. 31 (6-6:30 p.m.) **Meet the Press**, co-op.

Dec. 31 (7-7:30 p.m.) **The Bullwinkle Show**, General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Dec. 31 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color**, RCA and Eastman Kodak through J. Walter Thompson.

Dec. 31 (9-10 p.m.) **Bonanza**, Chevrolet through Campbell-Ewald.

Jan. 1 (11:30 a.m.-1:45 p.m.) **Tournament of Roses Parade**, Minute Maid through Dancer-Fitzgerald-Sample.

Jan. 1 (1:45 p.m.-concl.) **Sugar Bowl Game**, General Motors through Campbell-Ewald; Wynn Oil through Erwin Wasey, Ruthrauff & Ryan; Colgate and Brown & Williamson through Ted Bates.

Jan. 1 (4:45 p.m.-concl) **Rose Bowl Game**, Gillette through Maxon; Chrysler through Leo Burnett.

Jan. 1 (8:30-9 p.m.) **The Price Is Right**, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Jan. 2, 3 (6-6:30 a.m.) **Continental Classroom**, contemporary mathematics

Jan. 2, 3 (6:30-7 a.m.) **Continental Classroom**, American government.

Jan. 2, 3 (12-12:30 p.m.) **Your First Impression**, part.

Jan. 3 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

Andrews, Yagemann head Desilu division

Ralph Andrews and William F. Yagemann, both veteran program creators-producers, have joined Desilu Productions as heads of a new division devoted to live programming. Two daytime game shows, *Zoomar* and *Focus* are in preparation with a schedule that calls for them to be ready for network delivery within six weeks.

In announcing the creation of the new department, Desilu President Desi Arnaz called it another step in the studio's diversification program which started last month with the establishment of a syndication subsidiary (BROADCASTING, Nov. 13). Mr. Andrews has been associated with such companies as Don Fedderson, John Guedel, Warner Bros., Ralph Edwards, Trojan Productions, Wolper Productions and his own Andrews-Spears Productions as a writer, producer and director. Mr. Yagemann was formerly a staff director at NBC, radio-tv director of the Toni Co. and associated with the creation and production of such programs as *It Could Be You*, *M Squad* and *The Ford Show*.

Ohio U. establishes repository for programs

Ohio U., Athens, which offers a full graduate program leading to the doctorate degree in radio-tv, has established a special broadcast program repository and research center.

The university feels that the program repository will provide a unique source of material for graduate study and research in programming and production. The first program collection to be built will consist of outstanding local and network public affairs programs. Kinescopes should be sent to Dr. John P. Highlander, chairman of radio-tv instruction and a director of the program repository.

Programs and materials in the collection will be cataloged and published. Lists of the research materials and contributors will be made available to graduate students and researchers in all subject areas related to broadcasting.

Tv in '62 goal set for Kenya

With full television service for Kenya planned by the end of 1962, R. G. Ridley, formerly East African general manager of the Standard Bank of South Africa, has been appointed chairman of the newly established Kenya Broadcasting Corp.

The KBC meanwhile is working out arrangements for the establishment of a company to start a television network. The government already has recommended a group—Television Network Kenya Ltd.—for the job. Principal participants in TNKL are Television International Enterprises Ltd. (a London company which formed the group); Television Wales and West Ltd., United Kingdom commercial station; NBC Ltd.; 20th Century Fox; Associated British Cinemas Ltd.; Associated Television Ltd.; Northern Broadcasting Co. of Toronto; East African Newspapers Ltd.; NAkru Press, a Kenya publishing company.

The corporation is calling for a seven-day week of transmissions with 10% of time allotted for advertising. The first station will open in Nairobi, the capital, in mid-1962, with an estimated 56,000 sets in use. Kenya radio service will continue to be a government department.

IBS takes radio abroad, supplies taped programs

International Broadcasting System Inc., New York will launch a programming service to foreign tv stations the first week of January, providing them with scripts, film clips, and tapes for news-oriented shows.

L. Nicholas Dahlman, IBS president, reported that the company holds rights to the Pathé Newsfilm library, and is in the process of acquiring other newsreel and educational films to be edited for its affiliates abroad. IBS has 25 television stations as affiliates in Latin America and Japan (BROADCASTING, Aug. 21).

Two weeks ago, IBS began providing up to 90 minutes of radio programming each day to stations abroad. IBS has affiliate contracts with 11 radio networks in Latin America and the Far East, numbering more than 40 stations.

In addition, more than 200 stations will receive this programming at the outset on a trial basis while IBS is negotiating with them on affiliation contracts.

The daily programming consists of 30 minutes of music from the library of Interdisca; 30 minutes of "soap operas"; 15 minutes of interviews with personalities of international importance, and 15 minutes of "potpourri" features of interest to women and children. IBS plans to provide the tapes in the language of the country in which it will be broadcast. A once-a-week package will be a roundup of United Nations and Washington news which will be broadcast short-wave to stations for transcribing and subsequent use.

Affiliated radio stations, Mr. Dahlman said, will pay only a "nominal fee to cover the costs of tapes and distribution." IBS hopes to recoup its investment from sponsorship by American companies or advertisers in the foreign markets.

British ITA proposes two more tv networks

Sir Robert Fraser, director general of the Independent Television Authority, which regulates Britain's commercial network, has revealed proposals for two new channels. The proposals were made to the Pilkington Committee, set up by the government to advise it on the future of radio and television in that country.

Besides the present commercial network and the BBC-TV, ITA called for a second commercial network and an all-educational fourth channel. Sir Robert said that public interest is "just about exhausted when three programs are presented. We (ITA) feel that a fourth channel should be a specialized one."

ITA suggested that the two commercial channels be regulated by a single agency, which would appoint companies to operate the stations, maintain political impartiality and regulate advertising. Of the educational network, ITA said it would be locally based and controlled by grants from the government, commerce and industry.

CBC sets building plans

Canadian Broadcasting Corp. has asked bids for a new seven story headquarters building at Ottawa, Ont. The building will have three wings, will have 110,000 square feet of floor space, and house the headquarters staff of CBC now spread in eight buildings in Canada's capital city. The $3 million headquarters is to be started early in the new year and be ready for occupancy by fall in 1963. It will be located in Confederation Heights, an area in suburban Ottawa where a number of government buildings are planned. Currently CBC is paying $200,000 a year for its rented quarters throughout Ottawa.

MONEY TALKS
—but what does it say?

If you eavesdrop in the businesspaper field, you'll find the circulation dollars saying to the publisher: the man who sent me in *wants* your publication.

For parting with money in exchange for a businesspaper is more than just sweet sorrow—it's proof that the one who parts sets a definite, ascertainable value on the publication.

And, carried to the next logical step, it's an affirmation to the advertiser that the readers are meeting him at least half way.

A lot of very good businesspapers believe this is an important consideration. In fact, by having their circulations audited by the ABC, they voluntarily lay their books open to the scrutiny of interested outsiders and, in a very real sense, invite—and obtain—customer supervision of one of the most vital phases of their businesses.

If you could hold a quiet conversation with your advertising dollars, we think you'd hear a good many of them saying they'd feel a lot safer about the mission you're sending them on if they carried this kind of insurance.

THE ASSOCIATED BUSINESS PUBLICATIONS ABP
AUDITED PAID CIRCULATION ABC

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

RCA EARNINGS SEEN RISING IN 1962

GEN. SARNOFF CITES KEY ROLES OF NBC, COLOR TV

Brig. Gen. David Sarnoff, RCA's board chairman, sees a "marked" improvement in earnings for the electronics firm this next year.

Gen. Sarnoff's assessment was made last week in a year-end statement. He said 1961 profit ought to be about the same as the previous year, primarily because of costs in launching electronic data processing, which he described as "our newest important business." He said the peak year in costs incurred in data processing was met in 1961 and that "we expect . . . our 1962 losses in data processing will be approximately half of what they were in 1961."

RCA had profits of $35.1 million in 1960. In the first nine months of this year, RCA reported net profit at $23.8 million, or $300,000 less than the same period in 1960 (BROADCASTING, Oct. 30).

Gen. Sarnoff emphasized NBC and color tv advances in the profit picture. He said that in 1961 RCA's consumer products had their most profitable year since 1955, and sales were stimulated substantially by color tv. NBC, he said, had its highest profit in 1961.

He reflected NBC's enthusiasm expressed at this year's convention and 35th anniversary celebration. He said the economic gains at NBC included increased gross billings of the tv network, increased earnings of the radio network and a record profit year for the owned-and-operated stations. He also reported advances in audiences and news-public affairs leadership in addition to increased color programming and more color advertisers.

In November, RCA's color set sales surpassed black-and-white dollar sales for the first time, Gen. Sarnoff noted, and he predicted color tv should attain an overall industry rate (in sales) of about $200 million in 1962 and more in the years ahead. He also reported: black-and-white set sales themselves are ahead of last year, portables leading the way. Radio sets, phonographs and tape recorders also showed increases as did RCA's semiconductor and materials division and the electron tube division.

Hallicrafters joint venture

Hallicrafters Co., Chicago, announced last week it is joining a major French electronics manufacturer to establish a new joint venture in the Chicago area to develop and produce high power microwave tubes and other electronic gear.

Hallicrafters will own 48% of the new company, Warnecke Electron Tubes Inc. (trade name will be WELT), and the majority interest will be held by Compagnie Generale de Telegraphic Sans Fil, known as CSF and described as the "RCA" of France. The new joint subsidiary is named for Dr. Robert Warnecke, director of the CSF tube division.

Tv sets up, radios lag

Tv set production for the 10 months of this year remained ahead of the same period last year, but radio production is running behind. Cumulative 1961 set production through October, announced last week by the Electronic Industries Assn.:

Period	Television	Radio
Jan.-Oct. 1961	5,014,583*	13,797,879**
Jan.-Oct. 1960	4,873,120	14,135,937

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*Includes 289,462 tv sets with uhf tuner compared to 371,457 in 1960.

**Includes 4,321,315 auto radios and 679,291 fm radios (compared to 766,006 fm sets in 1960).

Time inches on

Nothing is permanent any more. Now its the standard carrier frequencies on which the National Bureau of Standards and the U. S. Navy broadcast time tone signals that must be revamped. This was announced by both agencies last week.

Beginning Jan. 1, the frequencies on which NBS and Naval Observatory time is broadcast must be increased by two parts in 1 billion—or 2 ten-millionths of 1%.

The reason for this change, it was explained is that the earth was rotating at a successively slower speed each year from 1955 to 1958, but since then the earth has begun to rotate at a faster speed. The time signals and the carrier frequencies are locked together, with the frequencies maintained constant each year with respect to atomic time, but offset to furnish time signals corresponding to earth rotation. Since the earth's rotation is not fixed, these minute changes must be made in carrier frequencies. NBS radio standard stations are at Hawaii and Colorado. Navy stations are at the Canal Zone, Maine, Washington and Hawaii.

Zenith's Wright sees progress in appliances

The year 1962 will be one of progress for the appliance industry with an overall sales increase of 6% likely, according to Joseph S. Wright, president of Zenith Radio Corp.

Writing in *The Outlook for Business,* a booklet published by the First National Bank of Chicago, Mr. Wright based his prediction on these developments: a moderate improvement throughout the overall economy; increase in personal income to an alltime high; replacement demand; increases in families and housing; willingness to buy.

Mr. Wright explained 1960's sagging sales for most appliance producers as an aftermath of the previous decade, which he termed as a "stocking up" era —where people had money and were willing to spend it. He noted that in 1961, the declining trend was reversed and said that in 1962 the sales momentum will continue. He listed continued progress in television set production, emergence of color tv as a more prominent factor in the industry and the fast-rising success of fm-stereo as the motivating stimulants.

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FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Rohrer

Graham Rohrer, account executive, Needham, Louis & Brorby, New York, elected vp of agency. Mr. Rohrer joined NL&B in April 1956. Previously, he served for eight years as director of special sales and advertising with Georgia-Pacific Plywood Co., Portland, Ore.

William E. Holden, senior vp and manager of New York office, Fuller & Smith & Ross, named to agency's executive committee. **Dave Echols,** vp and manager of Chicago office, and **Kirk Tuttle,** who holds same position in Cleveland, elevated to senior vps. **Carl Schneck** and **Howard W. Brinkerhoff,** account executives in Chicago and Cleveland, respectively, named vps.

Frank J. Lionette, senior account executive on Beecham Products Inc. account, Kenyon & Eckhardt, New York, elected vp of agency.

Robert Pasch, vp and creative group supervisor, Kenyon & Eckhardt, New York, joins Ogilvy, Benson & Mather, that city, as vp and copy supervisor.

Thomas W. Clark joins General Foods Corp., White Plains, N. Y., as assistant to executive vp for marketing. Mr. Clark was vp and account supervisor with Young & Rubicam, New York.

Robert Van Riper, director of information services, N. W. Ayer & Son, Philadelphia, elected vp and managing director of pr department, with headquarters in agency's New York office. Before joining Ayer in 1950, Mr. Van Riper was on staff of Edward L. Bernays, New York. **John B. G. Fiedler,** *Saturday Evening Post,* and **Anthony E. Mascioli,** copywriter, Rumrill Co., Rochester, N. Y., join Ayer as rep and copywriter, respectively.

Arthur A. Silver, formerly with Dancer - Fitzgerald - Sample, Chicago, joins Leo Burnett, that city, as copy supervisor in tv commercial department.

W. J. McEdwards appointed advertising media manager for Simoniz Co., Chicago. He joined Simoniz in 1960 as product manager for company's line of floor waxes, and later moved into advertising department. Earlier Mr. McEdwards served with NBC in network sales capacity from 1936-52 and again from 1958-60. He left NBC in 1952 to join Tatham-Laird Adv., Chicago, where he was account executive and assistant director of media until returning to NBC in 1958.

Eugene Telser, vp and project director, Elrick & Lavidge, Chicago market research firm, appointed director of research, Wade Adv., that city, effective Jan. 2. He succeeds **Gordon Norberg,** who resigned to join D'Arcy Adv., Chicago.

William I. Tracy Jr., account executive, Reach-McClinton, New York, joins Don Kemper Adv., that city, in charge of New York office. **Russell Behr,** formerly with N .W. Ayer & Son, Chicago, to Kemper Adv. in creative capacity.

Carol Lewis, timebuyer, Papert, Koenig, Lois, New York, appointed media buyer on National Sugar Refining Co. and First National Bank of Miami accounts. **Elaine Art,** media assistant, named broadcast buyer on all other accounts.

Mr. Hartman

William A. Hartman, vp and marketing director, Richard K. Manoff, New York agency, joins Hicks & Greist, that city, as vp, director of marketing and member of executive committee. Mr. Hartman has also been marketing and merchandising director of Doyle Dane Bernbach, new products manager of Vick Chemical Co., and advertising and sales promotion manager of Kirkman Div., Colgate Palmolive Peet.

John A. Dillingham, advertising and marketing director, Associated Coca-Cola Bottling Plants, Daytona Beach, Fla., joins McCann-Erickson, Los Angeles, as account executive on Coca-Cola Bottling Co. of Los Angeles account.

James F. Woolvin, sales manager, WBCI Williamsburg, Va., joins Pepsi Cola Bottlers of Hampton, Va., as sales rep. Previously, he served as account executive with WVEC Hampton.

Mr. Henry

Samuel J. Henry, advertising director, First National Bank of Arizona, forms own advertising and pr firm, Henry Adv., 1111 N. First St., Phoenix. Formerly, Mr. Henry was account executive and New England rep for ABC-TV and Peters, Griffin, Woodward, New York. Earlier he served for seven years as advertising manager of Trans World Airlines.

Robert A. Eisentrout, account executive, Lennen & Newell, New York, named advertising manager for consumer products, B. F. Goodrich Corp., that city. Earlier Mr. Eisentrout served as production manager with Lever Brothers Co., New York.

George B. Norris joins Wesley Assoc., New York, as supervisor of Shulton Toiletries account.

Carl Van Sittert, continuity director, WTTV (TV) Bloomington-Indianapolis, joins radio-tv department, Ruben Adv., that city.

Herbert Zwahlen, McCann-Erickson, New York, joins art department, Lennen & Newell, that city.

Robert E. Hildt, Kenyon & Eckhardt, New York, and **John M. Withers,** P. N. Barrett Co., Johannesburg, South Africa, join copy staff, Doyle Dane Bernbach, New York.

Arthur Wolter Jr., trial attorney for past five years on staff of Federal Trade Commission, Washington, joins legal department of Ted Bates, New York.

Russell A. Gilbertz, director of media and research, W. E. Long Adv., Chicago, appointed assistant director of advertising. **Russell D. Rynerson,** assistant media director, named media director.

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THE MEDIA

Mr. Astrin

Mr. Wilson

Mr. Innes

Marvin H. Astrin, western division sales manager, WGN Chicago, and **Irving Wilson,** manager, eastern division sales office in New York of WGN-TV, appointed general sales managers of WGN and WGN-TV, respectively, effective Jan. 1. **Robert Innes** named manager of eastern division sales office of WGN-TV, succeeding Mr. Wilson. Mr. Astrin, formerly with Tatham-Laird, Chicago, joined national division of WGN sales staff in 1957. Previously, he was account executive with Weiss & Geller and BBDO, both New York. Mr. Wilson came to WGN-TV as salesman in 1958, leaving early in 1960 to join CBS-TV. He returned to WGN-TV in February 1961 as manager of eastern division sales office. Mr. Innes started in advertising with Kenyon & Eckhardt and Benton & Bowles. His selling career began with WCBS-TV New York, and left in 1959 to join WGN-TV.

Ray Rhodes, KFAX San Francisco, joins Bernard Howard Co., station rep firm, as vp in charge of San Francisco office. Earlier, Mr. Rhodes was manager of Paul H. Raymer Co.'s San Francisco office for 14 years.

Richard E. Logan, account executive, WGLI Babylon, N. Y., named sales manager.

J. Robert Kerns resigns as vp and general manager of WYDE Birmingham, Ala.

Neil R. Bernstein named director of advertising and sales promotion of WFBR Baltimore. He formerly served in radio-tv department of Ketchum, MacLeod & Grove, Pittsburgh.

John E. Reddy Jr., manager of accounting, CBS Inc., New York, named assistant controller.

Bert Downing, director of merchandising, KYW Cleveland, to WDBN-FM Barberton, Ohio, as sales rep.

Robert Di Mattina, program clearance coordinator, CBS Radio, named sales service manager, WCBS New York, succeeding **James McQuade,** who becomes manager of financial and administrative services.

Dallas W. Townsend, technician, WBTV (TV) Charlotte, promoted to technician-in-charge of video tape.

J. Karl Schnepper, engineer, WBBM Chicago for 24 years, announces his retirement, effective Jan. 1.

Kevin O'Sullivan and **Edward Ryan** join Harrington, Righter & Parsons, New York. Mr. O'Sullivan is former general sales manager of Independent Television Corp., New York. Mr. Ryan was account executive at Crosley Broadcasting Corp.

Howard H. Marsh, formerly with Harrington, Righter & Parsons, joins New York office of Television Advertising Representatives as account executive. Previously, Mr. Marsh spent five years with CBS Television Spot Sales in New York, Chicago and Detroit, and earlier served as office manager for Peters, Griffin & Woodward.

Robert Schultz, national account executive, American Research Bureau, joins Radio Advertising Bureau, New York, in similar capacity. He will serve as liaison between RAB and agency media directors.

Mr. Elleson

Douglas Elleson, program manager, KRON-TV San Francisco, has resigned, effective Feb. 16, 1962, to become general manager of KCPX-AM-FM-TV Salt Lake City. **Robert Glassburn,** assistant program manager, KRON-TV, will succeed Mr. Elleson. **David Schneider,** program manager, KARD-TV Wichita, joins KRON-TV as assistant program manager on Jan. 8. Mr. Elleson joined KRON-TV in 1950 as announcer-director, progressing to assistant program manager, and in 1952 was appointed to his present position.

John W. Murray, public service director, KLIF Dallas, **Jim Stanley,** program director, WONE Dayton, and **Louis A. Eberhardt,** assistant news director, WGH Newport News, join WNOR Norfolk as operations manager, program director, and news director, respectively.

Clinton D. Churchill, vp, Capital Cities Broadcasting Corp., and general manager of company's WKBW-AM-FM-TV Buffalo, has resigned, because of "a disagreement over company policy." **Harman L. Duncan,** vp, Capital Cities, and co-general manager, WTVD (TV) Durham, N. C., will serve as general manager of WKBW-AM-FM-TV pending selection of permanent successor to Mr. Churchill. Frank Smith, Capital Cities president, said he was "extremely disappointed with Mr. Churchill's decision and accepted his resignation with reluctance."

The Katz Agency shifts its tv sales management staff

Mr. Membrado

Mr. McCann

Mr. Blackwell

Mr. Rohde

Mr. Hogan

Mr. Jones

Michael Membrado, assistant tv sales manager, The Katz Agency Inc., New York, named eastern tv sales manager. He will report to Scott Donahue, vp for tv sales, who has been acting as eastern tv sales manager. **Frank McCann,** member of Katz tv sales staff for past seven years, promoted to eastern tv asistant sales manger. **Oliver Blackwell,** assistant sales manager, named director of audience development. **Robert Rohde** named assistant tv sales manager in Chicago office for western stations, and **Joseph Hogan** becomes assistant tv sales manager in Chicago for eastern stations. **Gerald Jones,** of San Francisco television sales staff, appointed manager of the agency's Los Angeles office.

Ray Carnay, national news director, KBOX Dallas, and **Ken Hildebrand,** news director, KQV Pittsburgh, join WERE Cleveland as newscasters. **Judy Kaufman** joins WERE's publicity-promotion department.

Dick Hannemann joins announcing staff of WDOR Sturgeon Bay, Wis.

Bob Giuliana, producer-director, WGBH-TV Boston, to WJZ-TV Baltimore as public affairs producer.

Robert Brock, formerly with KQUE-FM Houston, joins KEYS Corpus Christi as air personality.

Tom Duggan, air personality, KCOP (TV) Los Angeles, joins KTTV (TV), that city, effective Jan. 8, in similar capacity.

Dave Millan joins WJBK Detroit as air personality and program operations assistant.

Albert Fisher, production assistant, WWL New Orleans, promoted to promotion manager. **Jack Elliot,** formerly with KXOK St. Louis, joins WWL as announcer.

Ralph Titus joins staff of Kansas State U. department of extension radio-tv as programming specialist, succeeding **Paul Fleener,** resigned. **Betty L. Norris,** women's director, WDZ Decatur, Ill., joins KSU's extension radio and television department, succeeding **Janet Kuska,** who resigns to accept similar position at U. of Nebraska.

Carl Moore, Charlie Williams, Tom Brennen and **Biff Collie** join KFOX Long Beach, Calif., as country and western personalities.

Don Webster, newsman, KCBS San Francisco, elected to board of Northern California Chapter of Sigma Delta Chi.

Thomas J. Swafford, vp, CBS Radio and general manager, WCAU Philadelphia, named chairman of radio-tv division, Philadelphia Fellowship Commission's 1962 membership enrollment.

PROGRAMMING

Mr. O'Brien

Robert H. O'Brien, vp and treasurer, Metro-Goldwyn-Mayer Inc., New York, elected production firm's executive vp. He is member of board of directors and executive committee. Mr. O'Brien joined MGM in 1957 in present position. Previously, he was director and financial vp of American Broadcasting-Paramount Theatres Inc., and had earlier served as executive vp, ABC, upon network's merger with United Paramount Theatres in Feb. 1953.

Joseph F. McDonough, vp and associate creative director, Cunningham & Walsh, New York, joins Craven Film Corp., that city, as executive producer and liaison with ad agencies for tv commercial production.

Herb Skoble joins Pelican Productions Inc., New York, as producer.

Ira Wolff, sales promotion manager, NBC-TV, appointed sales planning manager, NBC Films, New York.

Edward J. Keady, account executive, Film Projects Inc., New York, joins sales department, VHF Inc., that city, tv production firm. **Douglas M. Schustek,** CBS, to VHF's program production staff.

Richard Dunlap, ABC-TV's producer of 1961 *Oscar* telecast of Academy of Motion Picture Arts & Sciences awards presentation ceremonies, to serve again in this capacity for 34th awards broadcast, April 9, 1962.

ALLIED FIELDS

Sidney W. Dean Jr., former vp, Interpublic Inc., New York, elected to board of directors of John W. Henderson & Assoc., that city, marketing and communications research firm.

EQUIPMENT & ENGINEERING

John J. Graham, division vp, operations for electronics data processing, RCA, New York, joins International Telephone & Telegraph Corp., that city, as vp and executive assistant to president.

James McLaughlin, director of marketing, Webcor Inc., Chicago electronics manufacturer, elected vp in charge of marketing. He joined Webcor in May 1961. Earlier Mr. McLaughlin spent three years with Sunbeam Corp., Chicago, and from 1949-58 served as vp and marketing director of Dormeyer Corp., now division of Webcor.

Louis T. Jansen, product planning manager, industrial cathode ray tube operation, Raytheon Co., Lexington, Mass., appointed to newly created position of electromechanical components product line manager for firm's electromechanical and display devices operations. Mr. Jansen joined Raytheon in 1944 as manager of special gas tube section and color tv development.

George H. Wagner, sales manager, instrument division, Allen B. DuMont Laboratories, Clifton, N. J., joins Visual Electronics Corp., New York, as marketing manager, newly created position.

Norman A. Peterson, chief recording engineer, Western Cine Service, Denver, and earlier, chief engineer, KTLN, that city, joins Gates Radio Co., Quincy, Ill., as audio sales manager.

Dr. Leon S. Nergaard, associate laboratory director, RCA Laboratories, appointed director of microwave research laboratory at RCA's David Sarnoff Research Center, Princeton, N. J.

Arthur L. Peck appointed director of manufacturing for Hawley Products Co., St. Charles, Ill., manufacturers of Hawlex molded fibre used in industrial component parts and loudspeaker cones, effective Jan. 1.

Peter Kolsinki, service manager, McCleery-Carpenter Electric Co., Columbus, and **Edward Dietrich,** Sylvania's district sales manager in Denver and Pittsburgh, appointed district service managers for Sylvania Home Electronics Corp., tv marketing subsidiary of Sylvania Electric Products Inc., New York. Mr. Kolsinki succeeds **C. Donald Clark,** who transfers to quality control department of Sylvania's Batavia plant. Mr. Dietrich succeeds **Thomas W. Allen,** resigned.

Don Paulin appointed western regional sales manager of DuMont Div., Emerson Radio Inc., Jersey City, N. J.

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GOVERNMENT

Dr. Keith M. Engar, director of radio-tv services, U. of Utah (KUED [TV] and KUER [FM], both Salt Lake City), joins, as expert, new educational broadcasting branch, Research and Education Div., Federal Communications Commission, Washington.

Harold E. Mott, member of Welch, Mott & Morgan, Washington communications law firm, nominated 1962 president of Federal Communications Bar Assn. Election will be held Jan. 12, same date as that of FCBA's annual banquet at Statler-Hilton Hotel, Washington. Other nominations: **Donald C. Beelar,** first vp; **Thomas W. Wilson,** second vp; **Warren E. Baker,** secretary; **Philip Bergson,** assistant secretary; **Marcus Cohn,** treasurer; **Maurice M. Jansky** and **Frederick H. Walton Jr.,** members of executive committee for three-year terms. Chairman of nominating committee was William C. Koplovitz.

INTERNATIONAL

A. R. Gale, vp, Ampex Corp., Redwood City, Calif., and president, Ampex International, elected president of newly formed Studebaker International S.A., with headquarters in Lausanne, Switzerland. He will supervise sale of Studebaker products in all world markets in addition to foreign operations and investments. From 1956 to 1960, Mr. Gale was vp and director of Business International.

Frederick Shuh, director and general manager, General Instrument-F. W. Sickles of Canada Ltd., Waterloo, Ont., elected vp.

Ronald F. Goodsman named general manager of Trinidad & Tobago Television Ltd., organization formed to construct and operate tv station in Trinidad, British West Indies. Station is scheduled to begin operating in November 1962. Mr. Goodsman has served with Rediffusion (West Indies) Ltd., since 1946.

J. Ross Kenzie named program director of CHVC Niagara Falls, Ont.

A. L. Redden, CBHT (TV) Halifax, N. S., appointed director of Halifax Adv. and Sales Club.

Earle Ross, sports director, CKCW-AM-TV Moncton, N. B., named commercial manager of CKCW.

George Alsop appointed radio-tv director of Tandy-Richards Adv. Ltd., Toronto.

Wally Shubat appointed national rep of Standard Broadcast Sales Ltd., Toronto, station representative firm.

Hugh Trueman named sales rep of CFRB-FM Toronto, and **Fred Ursel** and **Paul Fockler** named retail reps at CFRB.

John Dimick, announcer, CKCW Moncton, N. B., named promotion and publicity director.

Harvey E. Kirck appointed news director of CFTO-TV Toronto, Ont.

DEATHS

Mr. Mitchell

John H. Mitchell, 53, retired vp, ABC-TV, most recently in charge of Central American Tv Network with headquarters in San Salvador, died Dec. 19 of pneumonia in Michael Reese Hospital, Chicago. Mr. Mitchell joined Balaban & Katz in 1931 and worked in its Great States Theatres subsidiary until 1948 when he was appointed general manager of B&K's WBKB (TV) Chicago. He joined ABC as vp in charge of WBKB in February 1953 following network's acquisition of station. Later that year, Mr. Mitchell became vp and general manager of WABC-TV New York, and was named special assistant to Leonard Goldenson, president, American Broadcasting-Paramount Theatres Inc., in October 1956. In January 1957 he was named general manager of KGO-AM-FM-TV San Francisco. For past year, Mr. Mitchell served as consultant to ABC.

BROADCASTING

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Mr. Hook

Charles R. Hook Jr., 47, president, Kudner Agency, New York, died of heart attack Dec. 19. Mr. Hook joined Kudner in 1955 and was elected president in December 1959. He was vp in charge of personnel at Chesapeake & Ohio Railroad at age of 33, reportedly then youngest railroad vp in country. In 1953 he was named Deputy Postmaster General of U. S.

William D. McDonald, 73, consultant and former board chairman, Henri, Hurst & McDonald, Chicago, died Dec. 13 at his home in Wayne, Ill. Mr. McDonald joined agency as junior partner in 1916, when it was known as Young & Henri. He retired from active service in 1956, but continued on consulting basis.

J. Ferd Oberwinder, 73, who retired in 1955 as president of D'Arcy Adv., St. Louis, died Dec. 13 at his home in Richmond Heights, Mo. Mr. Oberwinder, in advertising for 51 years, joined D'Arcy in 1912.

Mr. Wile

Fred W. Wile Jr., 53, managing director of The Advertising Council's Hollywood office, died Dec. 17 of heart attack suffered in his North Hollywood home. Son of famous foreign correspondent and pioneer radio commentator, Mr. Wile began his career in 1930 with CBS, and following Naval service in World War II and term on War Manpower Commission, he joined Young & Rubicam as business manager in 1946. He left Y&R in late 1949 to join NBC as vp for programming on Jan. 1, 1950, and following year was put in charge of all production for both radio and tv. He moved to Hollywood as West Coast program vp in 1954. Mr. Wile was appointed to his current post with The Advertising Council in 1960.

Charles W. Shaw, 69, retired, and former assistant to vp for marketing, Sylvania Electric Products Inc., New York, died Dec. 17 in Miami Shores, Fla.

Joseph (Doc) Rudolph, 63, program and musical director, WAIT Chicago, for 27 years, died Dec. 14 at his home after long illness.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 14 through Dec. 20, and based on filings, authorizations and other actions of the FCC.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. •—educational. Ann.—Announced.

New tv stations

APPLICATION

Austin, Tex.—Austin Bcstg. Inc. Uhf ch. 24 (530-536 mc); ERP 18.8 kw vis., 10.2 kw aur. Ant. height above average terrain 422 ft., above ground 426 ft. Estimated construction cost $205,000; first year operating cost $72,000; revenue $84,000. P. O. address 113 W. Eighth St., Austin. Studio and trans. location Austin. Geographic coordinates 30° 20′ 05″ N. lat., 97° 45′ 23″ W. long. Trans. RCA TTU-1B; ant. RCA TFU-24-DL. Legal counsel Charles F. Herring, Austin, Tex.; consulting engineer J. G. Rountree, Austin. **Willard Deason**, over 99% stockholder, owns same interest in KVET Austin, of which applicant is licensee. Ann. Dec. 19.

Existing tv stations

ACTIONS BY FCC

KBAK-TV (ch. 29) Bakersfield, Calif.—Waived technical requirements of Secs. 3.614(b)(4) and 3.685(e) of rules and granted cp to reduce average horizontal vis. ERP from 117 kw to 95 kw, with aur. ERP 48 kw, and make changes in ant. system. Action Dec. 13.

KDAS (TV) (ch. 21) Hanford, Calif. ——Waived Sec. 3.687 of rules and granted mod. of cp to reduce vis. ERP to 19.5 kw, change from 12 kw to 1 kw trans., change type ant. and increase ant. height to 420 ft.; conditioned to installing 5 kw amplifier prior to Dec. 31, 1962, Comr. Bartley voted for grant without condition. Action Dec. 19.

KCHU(TV) (ch. 18) San Bernardino, Calif. Waived Sec. 3.687 of rules and granted STA for period ending Feb. 28, 1962 to operate in accordance with cp except with reduced vis. and aur. ERP, conditioned that operation without required lower side band attenuation shall not cause interference to other services. Action Dec. 20.

New am stations

ACTIONS BY FCC

Duluth, Minn.—Linton D. Hargreaves. Granted 1390 kc, 500 w D. P. O. address Box 3034, Eastbrook Station, Montgomery, Ala. Estimated construction cost $7,484, first year operating cost $36,000, revenue $47,000. Mr. Hargreaves is general manager and 25% owner of WMGY Montgomery, Ala. Action Dec. 13.

Houston, Mo.—Radio Co. of Texas County. Granted 1205 kc; 500 w D. P. O. address box 97, Houston. Estimated construction cost $23,361; first year operating cost $26,400; revenue $30,000. Principals: **W. R. McKnight, Nolan Hutcheson, Raymond E. Duff, William H. Duff, S. E. Ferguson, Maurice W. Covert, Chester Sielof** (each 12.5%). Mr. McKnight owns development firm; Mr. Hutcheson owns gasoline and oil wholesale business; R. E. Duff owns funeral home; Mr. Ferguson owns insurance agency and automobile firm; W. H. Duff owns auto accessories store and furniture business; Mr. Sielof is school teacher. Action Dec. 20.

Mocksville, N. C.—Will P. Erwin. Granted 1560 kc, 250 w D. P. O. address 203 S. King St., Morgantown, N. C. Estimated construction cost $10,995, first year operating cost $33,000, revenue $36,000. Mr. Erwin has interests in WBRM Marion and WIFM Elkin, both North Carolina. Action Dec. 13.

El Paso, Tex.—Pacific Bcstg. Assoc. Granted 1530 kc, 1 kw D. P. O. address 219 Atherton Ave., Atherton, Calif. Estimated construction cost, first year operating cost and revenue not specified. Principals: **Edward H. Heller** (75%), **John J. Holwerda** (25%). Mr. Heller is trustee of KRRC Portland, Ore., and executive member of KPFA and KPFB Berkeley, and KPFK Pasadena, both California; Mr. Holwerda is vice president of investment firm and 15% stockholder in two coal companies. Comr. Cross abstained from voting. Action Dec. 13.

Existing am stations

ACTION BY FCC

WTTH Port Huron, Mich.—Granted increased power on 1380 kc, unl., from 1 kw to 5 kw and change from DA-1 to DA-2; engineering conditions, and without prejudice to any subsequent determination with respect to WTTH renewal application. Comr. Ford dissented. Action Dec. 20.

New fm stations

ACTIONS BY FCC

Atlantic City, N. J.—Eastern Bcstg. Co. Granted 96.9 mc; 5.6 kw. Ant. height above average terrain 140 ft. P. O. address c/o Diener & Chase, Wyatt Bldg., Washington 5, D. C. Estimated construction cost $20,355, first year operating cost $5,000, revenue $10,000. Eastern Bcstg. is 90% owned by Atlantic Bcstg. Co. Principal is **Milton Diener** (53.33%); rest of stock is divided among his three brothers. Atlantic is licensee of WUST & WJMD (FM) Bethesda, Md. Eastern is licensee of WFPG Atlantic City, N. J. Action Dec. 13.

ACTIONS BY BROADCAST BUREAU

Harrisburg, Pa.—Market Square Presbyterian Church. Granted 94.9 mc, 1.65 kw. Ant. even with average terrain. P. O. address c/o Mr. Charles Baddorf, 3511 Ridgeway Rd., Harrisburg. Estimated construction cost $16,166; first year operating cost $10,000; revenue from donations. Action Dec. 13.

Norfolk, Va.—Christian Bcstg. Network Inc. Granted 104.5 mc; 12 kw. Ant. height above average terrain 70 ft. P. O. address 1318 Spratley St., Portsmouth, Va. Estimated construction cost $500; first year operating cost $8,640; revenue $12,000. **Christian Bcstg. Network Inc.** is non-profit corporation and is permittee of WYAH-TV Portsmouth, Va. Action Dec. 13.

APPLICATION

***Akron, Ohio—U. of Akron.** 91.5 mc; 2.93 kw. Ant. height above average terrain 121 ft. P. O. address c/o William A. Mavrides, U. of Akron, 302 East Buchtel Ave., Akron 4. Estimated construction cost $12,000; first year operating cost $2,500. Ann. Dec. 14.

Ownership changes

ACTIONS BY FCC

KCSJ-AM-TV, **Star Bcstg. Inc., Pueblo, Colo.**—Granted (1) transfer of control from **Bankers Life & Casualty Co.** to **Metropolitan Tv Co.** (KAO-AM-FM-TV Denver); consideration $1,250,000 and agreement not to compete in radio or tv broadcasting for five years within 50 miles of Pueblo; (2) assignment of licenses from Star to Metropolitan without consideration; and (3) assignment of licenses of KCSJ and auxiliaries from Metropolitan to **Sangre De Cristo Bcstg. Corp.** (W. M. White Jr., president); consideration $210,200. Action Dec. 13.

WSUZ, Raymond P. McMillin, Palatka, Fla.—Granted (1) renewal of license and (2) assignment of license to **WSUZ Inc.** (Neal C. Owings, president); assumption of $60,000 mortgage and other considerations are involved. Action Dec. 13.

WPTV(TV), John H. Phipps, West Palm Beach, Fla.—Granted assignment of license to **Scripps-Howard Radio Inc.** (WEWS [TV]), Cleveland; WCPO-AM-FM-TV Cincinnati and WNOX Knoxville; consideration $2,000,000. **E. W. Scripps Co.**, sole stockholder of assignee, is controlling stockholder of WMC-AM-FM and WMCT(TV) Memphis, Tenn. Action Dec. 13.

KPEL, Pelican Bcstg. Inc., Lafayette, La.—Granted assignment of licenses to **Radio Lafayette Inc.** (owned 42.5% by John H. Hicks, 42.5% by Edward L. Francis, and 15% by George L. Crouchet Jr.); consideration $200,000. Messrs. Hicks and Francis own KOLE Port Arthur, and WTAW Bryan, Tex. Action Dec. 20.

WMGM, Loew's Theatres Bcstg. Corp., New York, N. Y.—Granted assignment of license to **Storer Radio Inc.**; consideration $10,950,000; conditioned that it not be consummated until Storer has disposed of its interest in WWVA Wheeling, W. Va., as proposed. Storer now operates seven am, six fm and five tv stations: WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; WJBK-AM-FM-TV Detroit; WGBS-AM-FM Miami; WITI-TV Milwaukee; WSPD-AM-FM-TV Toledo; WWVA-AM-FM Wheeling; WIBG-AM-FM Philadelphia, and KGBS Los Angeles. Action Dec. 13.

WWVA-AM-FM, Storer Bcstg. Co. Wheeling, W. Va.—Granted assignment of licenses to **WWVA Inc.** (Ira Herbert, president); consideration $1,300,000. Mr. Herbert and other stockholders have interest in WAKE Atlanta, Ga., and WYDE Birmingham, Ala. Action Dec. 13.

APPLICATIONS

KKOK Lompoc, Calif.—Seeks assignment of cp from **Aubrey H. Ison** and **Paul C. Masterson** (each 50%) **to Southland Bcstg. Co.**, new corporation owned 50% each by Messrs. Ison and Masterson; no financial consideration involved. Ann. Dec. 20.

KYOS Merced, Calif.—Seeks assignment of license from **KYOS Inc.** to **Thurlow E. McBride, Harriet L. McBride** (each 40.4%), **Harriet McBride Weber, Bonnie McBride Dail, Meredith V. McBride** (each 6.4%), d/b as McBride Corp.; total consideration $187,500. McBride Corp. is investment firm. Ann. Dec. 14.

KCMJ Palm Springs, Calif.—Seeks assignment of license from **KCMJ Inc.** to **Bell Bcstg. Corp.**, sole stockholder of assignor; assignor to be dissolved on closing. No financial consideration involved. Ann. Dec. 14.

WDCF Dade City, Fla.—Seeks transfer of all stock in **Pasco Bcstg. Corp.** from **B. L. Boring, Henry T. Ogle** and **Goldman M. Braden** to **Charles E. Varner** and **Wallis R. Kinney** (each 50%); consideration $24,000. Messrs. Varner and Kinney own 50% each of WMEG Eau Gallie, Fla. Ann. Dec. 18.

WEZJ Williamsburg, Ky.—Seeks transfer

EDWIN TORNBERG
& COMPANY, INC.

ET

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of 75% of stock in **Whitley County Bcstg. Inc.** from **L. A. Buck** to **Leon Buck** (25%) and **Keith Buck** (50%); no financial consideration involved. Leon Buck is present 25% stockholder in licensee; Keith Buck is general manager of WEZJ. Ann. Dec. 18.

WLOB-AM-FM Portland, Me. — Seeks transfer of .1% of stock in **Casco Bcstrs. Corp.** from **Hilda R. Tarlow** to **Sherwood J. Tarlow,** present 49.9% owner; no financial consideration involved. Ann. Dec. 14.

KKJO St. Joseph, Mo.—Seeks assignment of license from **KKJO Inc.** to **George W. Marti** (43.2%), **Tee Casper** (40%), **John Marti** (16.2%), d/b as **KRES Radio Corp.**; transaction is foreclosure under chattel mortgage. KRES Radio Corp. is licensee of KRES St. Joseph. Ann. Dec. 18.

KWNA Winnemucca, Nev.—Seeks transfer of all stock in **Northwest Radio & Tv Corp.** from **Rudolph Schwartz** (27.8%), **John Duarte, Steve Boggio, Odie Lupien, Henry E. Ruckteschler** and **Olivier Curutchet** (each 13.9%), **D. M. Leighton** (2.78%) to **Leon C. Boner** and **H. Frank Walters**; total consideration $27,000. Mr. Boner is present general manager and chief engineer of KWNA; Mr. Walters is insurance agent and has been manager of KPLY Crescent City, Calif. Ann. Dec. 19.

WSRC Durham, N. C.—Seeks assignment of license from **Carolina Radio Inc.** to **George F. Kirkland Jr.** (33.33%), **James Hartwell Mayes Jr., Morris L. Cherry, Howard X. Bowling** and **Guy R. Willis** (each 16.66%), d/b as **Carolina Radio of Durham Inc.**; consideration $175,000. Drs. Kirkland, Willis, Bowling and Cherry are dentists; Dr. Cherry owns 64% of real estate investment firm; Mr. Mayes is present manager and 5.26% stockholder of WSRC. Ann. Dec. 20.

KGMG(FM) Portland, Ore.—Seeks assignment of license and SCA from **KGMJ Inc.** to **KGMG Inc.,** new corporation of same ownership as transferor (formerly International Good Music Inc.); no financial consideration involved. Ann. Dec. 14.

WAPA-TV San Juan, P. R.—Seeks transfer of all stock in **Ponce de Leon Bcstg. Inc. of Puerto Rico** from **Winston-Salem Bcstg. Inc., Goar Mestre** and **Abel Mestre** to **WAPA-TV Bcstg. Corp.**; total consideration $1,243,341. Sole stockholder of transferee is **Screen Gems Inc.,** owned 89% by **Columbia Pictures Corp.** Columbia Pictures is licensee of KCPX-AM-FM-TV Salt Lake City, Utah. Ann. Dec. 14.

KLLL Lubbock, Tex.—Seeks transfer of one-third partnership interest in **Corbin Bcstg. Co.** from **Ray Corbin** to **Larry W. Corbin**; consideration $1,675. Ann. Dec. 18.

WILA Danville, Va.—Seeks transfer of 1% of stock in **Baron Bcstg. Corp.** from **Ralph J. Baron,** present owner of 51%, to **Edward B. Kemm,** present owner of 49%; Mr. Kemm on closing to execute voting trust whereby 5% will be delivered to Mr. Baron for voting purposes only. Ann. Dec. 14.

KAMA(FM) Dallas, KRBE(FM) Houston, both Texas—Seeks transfer of 25% of stock in **Texas Fine Music Bcstrs. Inc.** from **J. Paul Pomeroy Jr.** (22.5%) and **Roland A. Baker,** present owner of 55% (2.5%), to **Victor F. Branch,** present 22.5% owner; total consideration $21,362. Ann. Dec. 20.

Hearing cases

FINAL DECISIONS

■ By decision, commission (1) denied protest by WSTV Inc. (WBOY-TV ch 12), Clarksburg, W. Va., (2) affirmed Feb. 17, 1960 grant of application for relinquishment of positive control of WJPB-TV Inc., permittee of WJPB-TV (ch. 5) Weston, W. Va., by J. P. Beacom through sale of stock to Thomas P. Johnson and George W. Eby, and (3) set aside April 18, 1960, order which postponed effective date of grant pending hearing. Commission concluded that arguments "in mitigation" advanced by applicants (concerning failure to comply with rule requirements, including those pertaining to essentially reporting matters) are sufficiently persuasive to prompt affirmance of earlier order granting transfer application. It stated: "In taking this action we do not detract from the gravity of the matters raised in this proceeding. On the contrary, the performance of the station under its new ownership will be closely scrutinized. (The matter of a possible short term renewal is not before us in this proceeding but will be considered in connection with the station's presently pending application for license.) Any substantial departure from the standards expected of broadcast licenses, taken together with the matters of record in this proceeding, would raise most serious questions as to the basic qualifications of the station's owners." Chmn. Minow concurred; Comr. Bartley dissented. Dec. 16, 1960, initial decision looked toward this action. Action Dec. 20.

■ Commission gives notice that Oct. 24 initial decision which looked toward granting application of Radio Co. of Texas County for new am station to operate on 1250 kc, 500 w, D, in Houston, Mo., became effective Dec. 13 pursuant to Sec. 1.153 of rules. Action Dec. 20.

Will P. Erwin, Mocksville, N. C.—By order, commission (1) granted cp for new daytime am station to operate on 1560 kc, 250 w; remote control permitted; engineering condition (2) denied petition by WPEG Inc. (WPEG), Winston-Salem, N. C., to deny application. Action Dec. 13.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward denying applications for new am stations of Sayger Bcstg. Co. to operate on 1250 kc, 500 w-N, 1 kw-LS, DA-2, in Tiffin, Ohio, and Malrite Bcstg. Co. to operate on 1240 kc, 100 w, unl. in Norwalk, Ohio. June 29 initial decision looked toward this action. Action Dec. 14.

■ Commission directed preparation of document looking toward (1) granting protest by Joseph P. Ernst and Mildred V. Ernst, d/b as Chief Washakie Tv (KWRB-TV ch. 10), Riverton, Wyo., and (2) denying application of Carter Mountain Transmission Corp. to add trans.to permit two channels of communication to Riverton and Lander, with addition of new point of communication at Thermopolis, Wyo., to provide additional microwave radio relay service to catv systems. May 25 initial decision looked toward denying protest and affirming grant of Carter application which had been stayed pending hearing. Action Dec. 14.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition.

INITIAL DECISION

■ Hearing Examiner James D. Cunningham issued supplemental initial decision looking toward affirming Dec. 30, 1960 supplemental initial decision which would grant protest by Wilton E. Hall (WAIM-TV ch. 40), Anderson, S. C., to extent of setting aside commission's April 30, 1954 grant of application of The Spartan Radiocasting Co. for mod. of cp of WSPA-TV (ch. 7) Spartanburg, S. C., to change trans. site from Hogback Mountain to Paris Mountain, make equipment changes, etc. This is Court of Appeals remand proceeding. Action Dec. 20.

OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition by Plainview Radio for reopening of record and reconsideration of Aug. 3 Supplemental decision which granted application of Star of Plains Bcstg. Co. for new am station to operate on 1050 kc, 250 w, D, in Slaton, Tex., and which denied application of Plainview for new station on same frequency with 1 kw, DA, D, in Plainview, Tex. Comr. Bartley dissented; Chmn. Minow and Comrs. Craven and Cross not participating. Action Dec. 20.

■ By memorandum opinion & order. commission revoked license of Roger S. Underhill for am station WIOS Tawas City-East Tawas, Mich. Mr. Underhill waived hearing in proceeding on March 15 order to show cause why WIOS license should not be revoked for misrepresentations, lack of candor and other disqualifications in connection with application of Capitol Bcstg. Co. (of which Mr. Underhill was president and 35% stockholder) for new am station in East Lansing, Mich., that was denied by commission on Sept. 7, 1960, in Doc. 11848. Comr. Hyde dissented. Action Dec. 20.

■ By memorandum opinion & order, commission granted petition by William B. Neal for reconsideration of Oct. 13 memorandum opinion & order to extent of designating for consolidated hearing applications of Neal and James R. Williams for new daytime am stations to operate on 1560 kc, 250 w, in Joplin and Lamar, Mo., respectively. Agreement betyeen parties which was subject of Oct. 13 memorandum opinion has since been dismissed. Action Dec. 20.

■ By memorandum opinion & order, commission denied petition by Lebannon Valley Bcstg. Co., former applicant for new am station in Lebannon, Pa., for reconsideration of Sept. 13 memorandum opinion & order and for comparative consideration with application of Radio Americana Inc. for new station in Baltimore, Md. Action Dec. 20.

■ By memorandum opinion & order, commission granted petition by Richard E. Lindsay, tr/as Lindsay Bcstg. Co., Punta Gorda, Fla., and motion by William H. Martin, Fort Myers, Fla., to extent of enlarging issues in proceeding on their applications, and Peace River Bcstg. Corp., Punta Gorda, for new stations, to determine what efforts have been made by Mr. Martin and Lindsay, respectively to determine the programming needs of the area he proposes to serve and manner in which he proposes to meet such needs. Comr. Hyde dissented. Action Dec. 20.

■ By memorandum opinion & order, commission denied petition by KWK Radio Inc., for order authorizing hearing examiner to entertain motion for immediate decision in proceeding on revocation of license for am station KWK St. Louis, Mo. KWK, which has not yet presented its defense, sought ruling as to whether Broadcast Bureau has proven its case, contending that procedure proposed by KWK would shorten hearing process substantially. Commission stated: "While we recognize that the proposed procedure might serve to relieve the petitioner of the burden of presenting its case, we do not think that the public interest is served by a procedure which, though possibly advantageous to the petitioner, might require the commission to consider the matter on two occasions instead of one." By separate memorandum opinion & order, commission denied petition by KWK for reconsideration of Dec. 1 memorandum opinion which ordered that remainder of hearing be held in St. Louis. Action Dec. 20.

■ By order, commission stayed effective date of Dec. 6 initial decision which looked toward granting application of R. L. McAlister for new am station to operate on 1550 kc, 5 kw, D, in Odessa, Tex., and denying for default application of Western Bcstg. Co. for new station on that frequency with 50 kw, D, in Odessa, pending further review.

■ Commission scheduled following proceedings for oral argument on Feb. 8, 1962: Revocation of license of Leo Joseph Theriot for am station KLFT, Golden Meadow, La.; Jefferson Standard Bcstg. Co., High Point Tv Co., Southern Bcstrs. Inc., and TriCities Bcstg. Co., applicants for new tv stations on ch. 8 in Greensboro-High Point, N. C. Action Dec. 20.

WIXI, W. D. Frick, tr/as Jefferson Radio Co., Irondale, Ala.; W. D. Frick and Fred H. Davis, d/b as Voice of The Mid-South, Centreville, Ala.—Designated for hearing applications of WIXI for license to cover cp for new am station and Voice of The Mid-South for new station on 1590 kc, 1 kw, D, on issues concerning misrepresentation and concealment of material facts, transfer of control of WIXI, financial qualification and other matters. Action Dec. 20.

■ By memorandum opinion & order, commission denied petition by applicant Colonial Bcstg. Co., New Milford, Conn., for enlargement of issues in the five-applicant am proceeding in Doc. 14166 et al. Comr. Ford not participating. Action Dec. 13.

■ By memorandum opinion & order, commission took following actions with respect to proceeding involving applications for four new am stations in Oklahoma to operate on 1220 kc (frequency on which new allocation is suspended by action in Doc. 6741); dismissed without prejudice to re-submission within 30 days following public announcement that action on subject applications will no longer be withheld, joint petition by M. W. Cooper and Ottawa Bcstg. Co. for review of examiner's order granting Tinker Area Bcstg. Co. leave to amend and Broadcast Bureau petition for review. Comr. Cross voted to defer action. Action Dec. 13.

■ By order, commission granted petition for reconsideration by attorney John P. Cole Jr., to extent of expunging language admonishing him in April 3 memorandum opinion & order in proceeding on applications of Bloomfield Non-Profit Tv Assn. for vhf tv repeater stations in Bloomfield, N. M. Chmn. Minow and Comr. Hyde not participating. Action Dec. 13.

■ By memorandum opinion & order, commission granted joint petition by Alkima Bcstg. Co. and Howard Wasserman to extent of (1) staying June 21 decision which granted application of Herman Handloff for new am station to operate on 1260 kc, 500 w, D, DA, in Newark, Del., and which denied applications of Alkima and Mr. Wasserman seeking same facilities in West Chester, Pa., and (2) remanding proceeding to hearing examiner on issues concerning business and factory areas of West Chester and Newark, populations thereof, and ant. system proposed by Mr. Handloff. Action Dec. 13.

■ By order commission dismissed as moot application of Peninsular Bcstg. Co. for extension of time to complete construction of WMCN(TV) ch. 23, Grand Rapids, Mich. Permittee surrendered its cp for cancellation on Oct. 31. Action Dec. 13.

■ By memorandum opinion & order, commission granted petitions by Joseph P. Wardlaw Jr., Canton, Ohio, and Kent-Ravenna Bcstg. Co., Kent, Ohio, for review of hearing examiner's acceptance of amendment by Portage County Bcstg. Corp. to

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change city designation from Kent-Ravenna to Kent in proceeding on their applications for new am stations; denied Portage petition to amend and its motion to strike Broadcast Bureau comments. Action Dec. 13.

■ By memorandum opinion & order, commission denied petition by Clarence Everett Jones, St. George, S. C., to enlarge issues to include character qualification consideration as to applicant Robert S. Taylor, Aiken, S. C., in proceeding on their applications for new am stations. Action Dec. 13.

■ By memorandum opinion & order, commission granted motion by Broadcast Bureau and corrected record in proceeding on mod. of license of Marietta Bcstg. Inc.'s station KERO-TV Bakersfield, Calif., as suggested in joint list by Bureau and applicant attached to motion. Action Dec. 13.

■ Commission scheduled following proceedings for oral argument on Jan. 18 and 19, 1962:

Eleven Ten Bcstg. Corp. (KRLA), Pasadena, Calif.

Clinton Bcstg. Corp. (KROS), Clinton, Iowa; Illinois Bcstg. Co. (WSOY), Decatur, Ill.; WJOL Inc. (WJOL), Joliet, Ill., and Radio Milwaukee, Inc. (WRIT), Milwaukee, Wis.

Columbia River Bcstrs. Inc., Mount Vernon, Wash.

Walter L. Follmer (WFOL [FM]), Hamilton Ohio.

■ By memorandum opinion & order, commission denied petition by KXA Inc. (KXA), Seattle, Wash., for reconsideration of Oct. 15 action granting change of call letters from KUDY to KIXI to Cutie Radio Inc., Renton, Wash., which has cp to change location to Seattle. Commission does not believe that phonetic or rhythmic similarity exists to cause confusion from newly assigned call letters and, absent any showing that particular station's methods of competition call character qualifications of its licensee into question, it regards competitive practices between stations as private matter. Action Dec. 13.

■ By order, commission granted petition by WCAE Inc. (WRYT), Pittsburgh, Pa., to extent of amending hearing order in proceeding on applications of WNOW Inc., to increase power of station WNOW York, Pa., on 1250 kc, D, from 1 kw to 5 kw, DA, and Radio Assocs. Inc. to change facilities of WEER Warrenton, Va., from 1570 kc, 500 w, D, to 1250 kc, 1 kw, D, to add that, in event of grant of WNOW application, cp shall contain condition precluding pre-sunrise operation under provisions of Sec. 3.87(a) of rules. Action Dec. 13.

■ Commission designated for consolidated hearing following 17 applications for new daytime am stations involving use of 1510, 1520 and 1530 kc: 1510 kc: Saul M. Miller (250 w), Kutztown, Pa.; Maine Line Bcstrs. (250 w), Radnor, Pa.; Radio Haddonfield Inc. (250 w), Haddonfield, N. J.; Salem County Radio (250 w), Salem, N. J.; Hudson Bcstg. Corp. (1 kw), Reading, Pa.; Cornwall Bcstg. Co. (1 kw, DA), Lebanon, Pa.; Bi-States Bcstrs. (5 kw, DA), Annville-Cleona, Pa.; Charles Shapiro (500 w, DA), Maple Shade, N. J.; 1520 kc: Voice of Cape Henlopen Inc. (250 w), Rehoboth Beach, Del.; Patapsco Bcstg. Corp. (250 w), Sykesville, Md.; Bel Air Bcstg. Co. (250 w), Bel Air, Md.; Bi States Bcstrs. (1 kw, DA), Ocean City-Somers Pt., N. J.; Pennland Bcstg. Inc. (250 w), McSherrystown, Pa.; Pennsylvania Public Service (250 w), West Chester, Pa.; Edgar G. Shelton Jr. (250 w), West Chester, Pa.; Bi-States Bcstrs. (250 w), Quakertown, Pa.; 1530 kc: Russel H. Morgan (250 w), Chestertown, Md. and VIP Bcstg. Corp. to increase power of WFYI Mineola, N. Y., from 10 kw to 50 kw, continued operation on 1520 kc, DA, D; made WTOP Washington, D. C., WJMJ Philadelphia, WBCB Levittown, WGAL Lancaster, all Pennsylvania, and WRAN Dover, N. J., parties to proceeding. Action Dec. 13.

■ Commission designated for hearing applications of Ivy Bcstg. Inc., Six Nations Television Corp., Salt City Bcstg. Corp. and George P. Hollingbery and consolidated them in proceeding on six other mutually exclusive applications for ch. 9 in Syracuse, N. Y., which were designated for hearing on Nov. 8 in Docs. 14367-14372; amended issues and made Federal Aviation Agency party to proceeding. Applicants vying for this channel now number 10. Action Dec. 13.

Routine roundup

■ Commission has begun to receive applications in business radio service for private point-to-point microwave systems to be used in relaying tv programs to community antenna tv systems. Such applications are being listed in weekly public notices of "applications accepted for filing and amended applications" in Safety & Special Radio Services. These notices indicate specifically those applications which involve catv systems and area proposed to be served by such systems. Ann. Dec. 18.

■ Commission addressed to Radio California Inc., licensee of KDAY Santa Monica, Calif., letter constituting notice of apparent liability to $5,000 forefeiture under Sec. 503(b)(2) of Communications Act. KDAY allegedly broadcast total of 171 three-second "teaser" spots, which identified neither product nor sponsor, in violation of Sec. 317(a)(1) of Communications Act and Sec. 3.119 of commission's rules. Licensee was given 30 days from receipt of notice in which to file statement of non-liability. Comr. Cross voted for forfeiture of $1,000. Action Dec. 13.

■ Commission waived Sec. 3.666(c) of rules and granted STA to National Bcstg. Co. for period ending Dec. 31, 1962, to transmit "interleaved" sound (sound signals interleaved with picture components) in its tv network programs at its stations WNBC-TV New York, WRCV-TV Philadelphia, WNBQ(TV) Chicago, WRC-TV Washington and KRCA(TV), Los Angeles, with report to be furnished of test observations at end of six months and findings upon conclusion of tests; without prejudice to such action as commission may deem warranted as result of its final determinations with respect to (1) conclusions and recommendations set forth in report of network study staff, (2) related studies and inquiries now being considered or conducted by commission, and (3) pending antitrust matters against NBC and Radio Corp. of America. Action Dec. 13.

■ Since Mutual Bcstg. System is not FCC licensee, commission waived Sec. 4.432(a) of its rules to grant Mutual temporary authority until March 2, 1962, for operation of 12 remote pickup broadcast stations to report firing of government's "Project Mercury," subject to coordination with Air Force. By agreement with three other networks (radio and tv), Mutual will provide audio coverage of end of first and second orbital flights and capsule recover operation. Since latter phase will be at sea, Mutual pickup stations on ships will relay activities to RCAC land stations from which they will be conveyed by leased wires to networks for broadcasting. Grant is conditioned to no harmful interference to government or other radio services. Action Dec. 13.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Rendered moot petition by Broadcast Bureau for extension of time to respond to petition by Associated Bcstrs. Inc. (WORK), York, Pa., to intervene and/or clarify order (granted by Acting Chief Hearing Examiner Jay A. Kyle on Dec. 13); granted remaining petition by Broadcast Bureau and extended to Dec. 22 time to respond to petition by Associated Bcstrs. to clarify and/or enlarge issues in proceeding on applications of Windber Community Bcstg. System and Ridge Radio Corp. for new am stations in Windber, Pa. Action Dec. 18.

■ Granted petition by Magnolia Bcstg. Co. (KVMA), Magnolia, Ark., and extended to Dec. 21 time to respond to statement of Broadcast Bureau in support of enlargement of issues although Ouachita Valley Radio Corp. has been removed from instant hearing filed Nov. 24 in proceeding on Magnolia's am application and Smackover Radio Inc., Smackover, Ark. Action Dec. 18.

■ Granted petition by Broadcast Bureau and extended to Dec. 20 time to respond to joint request by applicants for simultaneous approval of agreement, dismissal of exceptions and application of KTAG Assoc., and grant of application of Acadian Television Corp., in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Dec. 15.

■ Granted petition by Broadcast Bureau and extended to Dec. 21 time to respond to petitions by Santa Maria Telecasting Corp. to modify issues or in alternative to clarify issues, and to enlarge issues in Santa Maria, Calif., tv ch. 12 proceeding. Action Dec. 14.

■ Granted petition by Port Chester Bcstg. Co. and extended to Dec. 27 time to respond to petitions by Putnam Bcstg. Corp., to enlarge issues in proceeding on their applications for new am stations in Port Chester and Brewster, N. Y. Action Dec. 13.

■ Granted petition by Broadcast Bureau and extended to Dec. 14 time to respond to joint request by applicants for simultaneous approval of agreement, dismissal of exceptions and application of KTAG Assoc., and grant of application of Acadian Tv Corp. in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Dec. 12.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Upon verbal request by Broadcast Bureau, continued oral argument scheduled for Dec. 27 at 9 a.m., to same date at 2 p.m., on petition by Covington Bcstg. Co. to enlarge issues and reopen record in proceeding on its application and Massillon Bcstg. Inc. and Kenton County Bcstrs. for new am stations in Covington, Ky., and Norwood, Ohio. Action Dec. 18.

■ Granted petitions by KSTP Inc. (KSTP), St. Paul Minn., and by Post Newsweek Stations, division of Washington Post Co. (WTOP), Washington, D. C., for leave to intervene in consolidated am proceeding in Doc. 14085 et al (Community Service Bcstrs., Inc., Ypsilanti, Mich., et al). Action Dec. 14.

■ Granted petition by Bloomington Bcstg. Corp. for dismissal of its applications for mod. of licenses to change location of WJBC-AM-FM Bloomington, Ill., to Bloomington-Normal, Ill., but dismissed applications with prejudice and terminated proceeding. Action Dec. 14.

■ Granted petition by Associated Bcstrs. Inc. (WORK), York, Pa., and made petitioner party to proceeding on applications of Windber Community Bcstg. System and Ridge Radio Corp. for new am stations in Windber, Pa. Action Dec. 13.

By Hearing Examiner Basil P. Cooper

■ Scheduled further prehearing conference for Dec. 19 in proceeding on am application of Andrew B. Letson (WZRO), Jacksonville, Fla. Action Dec. 12.

■ Granted petition by Broadcast Bureau and continued from Dec. 11 to Dec. 21 time for filing proposed findings and continued from Dec. 15 to Jan. 3, 1962, date for filing reply findings in proceeding on application of Edward Walter Piszczek and Jerome K. Westerfield for new fm station in Des Plaines, Ill. Action Dec. 11.

By Hearing Examiner James D. Cunningham

■ On own motion continued Dec. 15 hearing to Dec. 21 in Jacksonville, Fla., tv ch. 12 proceeding. Action Dec. 14.

By Hearing Examiner Thomas H. Donahue

■ Granted July 6 motion by Palmetto Bcstg. Co. and Sept. 18 motion by Broadcast Bureau and denied Aug. 24 motion by Palmetto to correct transcript in proceeding on Palmetto's application for renewal of license of WDKD Kingstree, S. C., and for license to cover cp; granted petition by Palmetto for leave to amend its application. Action Dec. 8.

By Hearing Examiner Charles J. Frederick

■ As result of agreements reached upon record of Dec. 12 prehearing conference, scheduled certain procedural dates and continued Jan. 8 hearing to March 20, 1962, in proceeding on applications of Wolverine Bcstg. Co., Muskegon Heights Bcstg. Co., and Grand Valley Bcstg. Co. for new am stations in Wyoming, Muskegon Heights and Saranac, Mich. Action Dec. 12.

By Hearing Examiner Millard F. French

■ After Dec. 13 prehearing conference, issued order formalizing agreements and rulings made concerning procedural dates on am applications of Elbert H. Dean & B. L. Golden, Lemoore, and Glomor Music Bcstrs. Inc. (KHOT), Madera, Calif.; scheduled hearing for Feb. 19, 1962. Action Dec. 13.

■ Upon oral motion by Strafford Bcstg. Corp. (WWNH), Rochester, N. H., and with consent of Broadcast Bureau, extended from Dec. 15 to Jan. 5, 1962, date for filing proposed findings and conclusions and from Dec. 22 to Jan. 12, 1962, for filing replies in proceeding on Strafford's am application. Action Dec. 13.

By Hearing Examiner Isadore A. Honig

■ Formalized announcement of rulings made in formal conference held Dec. 15 in proceeding on applications of Blue Island Community Bcstg. Inc. and Elmwood Park Bcstg. Corp. for new fm stations in Blue Island and Elmwood Park, Ill., and Evelyn R. Chauvin Schoonfield for renewal of license of WXFM(FM) Elmwood Park: (1) Examiner will proceed to issuance of initial decision on basis of proposals contained in respective active applications as presently constituted and based on his consideration of evidentiary record heretofore made in this proceeding; and (2) further extended from Dec. 21 to Jan. 24, 1962, date for filing proposed findings and from Jan. 5 to Feb. 13, 1962, for filing reply pleadings. Time for filing any appeal from actions of examiner set forth herein will run from release date of memorandum of rulings. Action Dec. 18.

■ Formalized ruling made on record of Dec. 14 conference; granted petition by The News-

Sun Bcstg. Co. and extended indefinitely (and beyond requested dates of Dec. 29 and Jan. 13, 1962, respectively) time to file proposed findings of fact and conclusions and replies in proceeding on its application and Radio America for new fm stations in Waukegan and Chicago, Ill. Action Dec. 14.

■ Pursuant to oral request of all parties (with exception of Elmwood Park Bcstg. Corp., Elmwood Park, Ill., which is in default), scheduled formal conference for Dec. 15 to consider: (a) effect on active applications of Blue Island Community Bcstg. Inc. for new fm station in Blue Island, Ill., et al., of commission's recent action adopting interim procedure, effective Dec. 6, for processing fm applications; and (b) intentions of applicants in light of commission's action. Action Dec. 14.

■ Issued memorandum formalizing ruling made at Dec. 13 oral argument granting, for reasons which appear in transcript, petition by John M. Barrick for leave to amend his application for new am station in Glasgow, Ky., to reflect financing arrangements made by applicant. Action Dec. 13.

By Hearing Examiner Annie Neal Huntting

■ Upon consideration of agreement of parties at Dec. 15 prehearing conference, continued March 5 hearing to April 16 in consolidated am proceeding in Docs. 14085 et al (Community Service Bcstrs. Inc., Ypsilanti, Mich., et al). Action Dec. 15.

■ Granted petition by Geneco Bcstg. Inc., Marion-Jonesboro, Ind., and extended to Dec. 22 time to file opposition to petition by Radio One Five Hundred Inc., to enlarge issues in consolidated am proceeding in Docs. 14085, et al (Community Service Bcstrs., Inc., Ypsilanti, Mich., et al). Action Dec. 14.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Broadcast Bureau to extent that all further procedural steps are continued indefinitely in proceeding on fm applications of Lakeshore Bcstg. Corp., Racine, Service Bcstg. Corp., Kenosha, Wis., and Ruth M. Crawford, executrix of estate of Percy B. Crawford (WYCA), Hammond, Ind., pending completion of fm rulemaking in Doc. 14185. Action Dec. 18.

■ Granted petition by Interstate Bcstg. Inc. (WQXR), New York, N. Y., and extended from Dec. 22 to Jan. 12, 1962, time for filing proposed findings and conclusions in proceeding on am applications of Walter L. Follmer, Hamilton, Ohio, and Interstate. Action Dec. 14.

By Hearing Examiner David I. Kraushaar

■ Directed parties in proceeding on application of Kenosha Bcstg. Inc. for new fm station in Kenosha, Wis., to file motions or briefs by Jan. 2, 1962, concerning examiner's tentative conclusion that application does not meet criteria of Sec. 1.356 as amended in Doc. 14185 and should, therefore, be held in files pending finalization of fm rulemaking; pending completion of Jan. 2 filings, deferred action on motion by The Journal Co. (WTMJ-FM), Milwaukee, Wis., respondent, to defer filing of proposed findings. Action Dec. 18.

■ Granted petition by Veteran Bcstg. Inc. for leave to amend its application for new tv station to operate on ch. 9 in Syracuse, N. Y., by incorporating supplemental information concerning its current financial position; application is consolidated for hearing in Docs. 14367 et al. Action Dec. 13.

By Hearing Examiner Forest L. McClenning

■ Formalized ruling made on record of Dec. 15 further hearing conference and for reasons stated on record, granted request by Beacon Bcstg. System Inc. and continued Dec. 19 hearing to Jan. 29, 1962, in proceeding on its application and Suburban Bcstg. Inc. for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Dec. 15.

■ Upon agreement of all parties scheduled further hearing conference for Dec. 15 in proceeding on applications of Beacon Bcstg. System Inc. and Suburban Bcstg. Inc. for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Dec. 14.

By Hearing Examiner Herbert Sharfman

■ Upon request by Broadcast Bureau and without objection by applicant, extended from Dec. 18 to Jan 10, 1962, time for filing initial proposed findings of fact and conclusions and from Dec. 28 to Jan. 22, 1962, for filing replies in proceeding on am application of Batavia Bcstg. Corp. (WBTA), Batavia, N. Y. Action Dec. 18.

■ Granted petition by applicant Town & Country Bcstg. Inc. (WREM), Remsen, N. Y., for leave to amend its am application by substituting new Sec. IV of Form 301 with related exhibits concerning past and proposed programing of WREM and change in type of trans. specified. Action Dec. 18.

■ Granted petition by Broadcast Bureau and further extended from Dec. 13 to Dec. 21 time to respond to applicant Santa Maria Telecasting Corp. petition for leave to amend its application for new tv station to operate on ch. 12 in Santa Maria, Calif. Action Dec. 14.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau and extended from Dec. 15 to Jan. 25, 1962, time to file proposed findings and to Feb. 9, 1962, to file replies in matter of revocation of license of KPSR Inc. for KPSR(FM) Palm Springs, Calif. Action Dec. 15.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Dec. 19

WNEW New York, N. Y.—Granted mod. of licenses to operate main and auxiliary trans. by remote control; conditions.

WIP Philadelphia, Pa.—Granted mod. of licenses to change studio location and remote control point of alternate and main trans.

KOIL Omaha, Neb.—Granted mod. of license to operate main trans. by remote control; conditions.

KSSS Colorado Springs, Colo.—Granted mod. of license to operate trans. by remote control; condtions.

KZIN Coeur d'Alene, Idaho—Granted request for cancellation of instruments of license authorization for am station and deletion of call letters.

■ Following stations were granted mod. of cps to change type trans: WFPG Atlantic City, N. J.; WRJC Mauston, Wis., without prejudice to such further action as commission may deem warranted upon final decision by U. S. Court of Appeals, D.C. Circuit, in *Tomah-Mauston Broadcasting Inc. v. FCC Case No. 16,678;* KWIN Ashland, Ore.; KETX Livingston, Tex., engineering condition.

■ Following stations were granted extensions of completion dates as shown: WORT New Smyrna Beach, Fla., to Feb. 28, 1962; WICC Bridgeport, Conn., to March 13, 1962; KVEG Las Vegas, Nev., to Feb. 20, 1962; WKET-FM Kettering, Ohio, to March 1, 1962, and KWIN Ashland, Ore., to April 15, 1962.

KHAR Anchorage, Alaska—Granted cp to install new trans.

KAML Kenedy-Karnes City, Texas—Granted cp to install new trans.

KIMM Rapid City, S. D.—Granted cp to install auxiliary trans. at main trans. site.

WCCB-TV Montgomery, Ala.—Granted mod. of cp to change ERP to vis. 180.9 kw (horizontal), aur. 90.5 kw (horizontal), trans. and studio locations, type trans., type ant., make changes in ant, system and equipment and change ant. height to 480 ft.

WEPA-TV Erie, Pa.—Waived Sec. 3.613 of rules and granted mod. of cp to change trans. and studio locations, make changes in ant. system and other equipment and ant. to 310 ft.

Actions of Dec. 18

KBJT, KBJT Inc., Fordyce, Ark.—Granted transfer of control from **Kermit F. Tracy** to **Mack R.** and **Jesse B. Smith** and **Jesse T. Bagwell Jr.**; consideration $33,400.

WMFJ Daytona Beach, Fla.—Rescinded Dec. 12 action which granted renewal of license.

KO9DJ, K11DO, K13DI Emery, Utah—Granted mod. of cps to change type trans. of vhf tv translator stations.

KDAS(TV) Hanford, Calif.—Granted cp to replace expired permit for new tv station (ch. 21).

KO2BZ Hayfork, Calif.—Granted cp to change frequency of vhf tv transl. station to ch. 2.

KBTV(TV) Denver, Colo.—Granted cp to change ERP to vis. 316 kw, aur. 158 kw, type trans. and other equipment changes.

WIP-FM Philadelphia, Pa.—Granted cp to install new trans; change studio location; remote control permitted.

K02BS between Cabin Creek and Dotsero, Colo.—Granted mod. of cp of vhf tv translator station to change ERP to 9.21 w and make changes in ant. system.

K07AB Belt, Mont.—Granted mod. of cp to change make of trans. of vhf tv Translator station.

K04AS Naturita, Colo.—Granted mod. of

Continued on page 66

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Dec. 21

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations
AM	3,611	64	89	848
FM	884	72	158	179
TV	487[1]	70	82	137

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Dec. 21

	VHF	UHF	TV
Commercial	496	87	556
Non-commercial	40	18	58

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

	AM	FM	TV
Licensed (all on air)	3,613	894	486[1]
Cps on air (new sations)	59	45	71
Cps not on air (new stations)	146	169	88
Total authorized stations	3,818	1,108	656[2]
Applications for new stations (not in hearing)	499	124	67
Applications for new stations (in hearing)	176	23	53
Total applications for new stations	675	147	120
Applications for major changes (not in hearing)	496	77	35
Applications for major changes (in hearing)	91	5	13
Total applications for major changes	557	82	48
Licenses deleted	0	2	1
Cps deleted	2	4	2

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[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses. [2] Includes one STA.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Unusual opportunity for top-flight manager, strong on sales and promotion. Fine medium sized western market. Well established station—Good salary plus percentage of gross revenue. Can purchase up to 25% from absentee owners when you prove yourself. Send complete resume. Box 180J, BROADCASTING.

Oregon daytimer will pay well for right man—man who wants to settle down. Must be reliable and adult to act as station manager in general and in absence of owner. Must have 1st phone to act as chief and do necessary light maintenance. Must have experience and creative ability to act as program director. Must be able to hold respect of dj's and salesman. Owner-manager wants to concentrate on local and national sales. Box 217J, BROADCASTING.

Sales

Radio salesman. Base salary $7800 plus 15% commission. Men averaging $10-15,000 year. We pay interview and moving expenses. West Michigan market 350,000. Station full-time am and fm. Resume must include past and present earnings and volume sold. Radio experience not required—sales experience is. Box 920H, BROADCASTING.

Louisiana. Sales-announcer, first ticket, as assistant manager. Box 104J, BROADCASTING.

Southwest metropolitan area needs experienced permanent salesman. Must be self-starter with community interest. Write full particulars first letter. Box 150J, BROADCASTING.

Northern New Jersey, major independent growing multiple chain needs experienced salesman capable of management or sales manager, strong on personal sales, complete resume to Box 208J, BROADCASTING.

Sales manager needed for small market negro outlet. Commission plus salary. Box 210J, BROADCASTING.

San Francisco classical music station desires sales manager to organize sales department. Send resume and other information to Box 214J, BROADCASTING.

If you are a salesman, if you are free to travel, if you are accustomed to earning upwards of—$20,000 yearly—then contact us. —Immediate openings available for three high caliber salesmen. Must have some knowledge of radio time sales and be able to commence first of year. Apply—only if you are a salesman. Commercial Producers, Inc., 405 Park Square Bldg., Boston, Mass. Contact us collect by calling this number—HAncock 6-9266.

Sales manager. Progressive, farm station going to 5000 watts soon needs sales manager with experience in competitive markets. Must produce. Call or write Jim Wanke, General Manager, KABR Radio, Aberdeen, South Dakota. BA 5-1420.

Have you the ambition, guts and proven record to bet your future in a competitive market? No gravy train. . . . 6 stations in a 150,000 market. Lack of effective, accomplished salesman simplifies it. Salesman make 20% commission, plus car and sales expenses. No ceiling on what you can make. Sell a non rock and roll, quality popular music format plus Mutual news. Your chance to go to the top with an organization that wants 5 stations. Qualified parties can buy in. Air mail complete background and photo. J. D. Hill, KSSS, Box 764, Colorado Springs.

Help Wanted—(Cont'd)

Sales

Dominant number one station seeking aggressive salesman. Send full background and recent photo to Mort Cantor, Director of Sales, WIRL Radio, 121 N.E. Jefferson, Peoria, Illinois.

Wanted immediately, salesman-announcer with 5 station group, emphasis on sales. Must be experienced. Would prefer young married man, ready to assume responsibility and become assistant manager, in small, friendly mountain town, in good hunting and fishing areas. Salary depends on experience. Please submit full resume first letter. Dick Jones, Manager, WLAF, LaFollette, Tenn.

Local sales position available for right man with advertising agency, 705 Olive Building, can make $139.72, $205.17 weekly radio and tv, St. Louis 1, Missouri. Phone Chestnut 1-6657.

Sales/announcer:—Would like good adult operation. Emphasis on sales, familyman income, sincere chance to advance. I offer 10 years experience, dependability and drive to get ahead. Strongly prefer southwest. Box 241J, BROADCASTING.

Robots for sale! Attention owners—Managers only. Fantastic 6-foot money-making promotion. Sold in every Florida market. Over 100 in use. Now—exclusive market rights—your station—your market. Write: Box 246J, BROADCASTING.

Announcers

Capable radio announcer desired by am-fm-tv station. Emphasis on voice quality and intelligent delivery. We are adult operation, not personality format . . . interested in maturity and permanence. Above average benefits, pleasant midwestern community. Box 745H, BROADCASTING.

Experienced announcer to divide time between air and production work. Must be good typist and know copy. This is permanent and your record must bear investigation. Ideal California city. 53J, BROADCASTING.

Dependable commercial announcer with at least 2 years experience. Located in eastern Pennsylvania. Successful non-screaming format. Play-by-play helpful but not necessary. Opportunity to grow with chain. Minimum of $85 to start—more if qualified. Regular raises. Personal interview necessary, but first send tape and resume to Box 63J, BROADCASTING.

Opening January 8 for announcer-salesman with mid-south station. Give full details with tape and picture. Write Box 95J, BROADCASTING.

Wanted: 1st phone announcers for dominate 5 kw in rich west Texas. . . . Write and send tape to Box 102J, BROADCASTING.

Mid-south. Announcer-sales. First ticket. Managerial position. Box 105J, BROADCASTING.

Pacific northwest-Washington. Require immediately adult announcer first telephone. $100 week. Write Box 126J, BROADCASTING.

Immediate opening for all nite disc-jockey with 1st phone. Adult music and news format, no maintenance, send tape and resume and salary to WEHE, West Palm, Florida. Phone JUstice 2-2559.

Help Wanted—(Cont'd)

Announcers

If you are a good announcer with a first phone and have some knowledge of station operation, how would you like to help guide a new, small market fm in Chicago area? Rush tape, resume, photo and minimum. Box 212J, BROADCASTING.

Full-time classical music station in San Francisco has position for experienced classical music announcer. Top salary for right man. Send resume and other information to Box 215J, BROADCASTING, or call YUkon 6-2825.

Need experienced announcer with first class ticket. Less than 100 miles N.Y.C. Send tape, resume, photo and salary expected. Box 231J, BROADCASTING.

Immediate opening in Texas for mature, experienced announcer. $90.00 week. Tape, resume to Box 233J, BROADCASTING.

Help wanted . . . announcer—Immediate opening for news man and morning man on central Pennsylvania full time station. Good salary. Send resume and tape to Box 243J, BROADCASTING.

Immediate opening for adult announcer, experience required. KBUD, Athens, Texas.

Have opening on January 1, for mature good music announcer. All new equipment and studios. Write, KCCO Radio, Lawton, Oklahoma.

Going full time in January, need four announcers and newsman. Send air check and resume to WAME, Miami, Florida.

Experienced announcer wanted. Write or phone Manager, WDLC, Port Jervis, New York.

Night man for the wee hours. All-night show needs man with ideas and music knowledge to be friend and attract Miami's "night people." Send tape, resume and picture to Dick Doty, WINZ, Miami.

Newsman needed for live local news operation close to New York city. Modern air-conditioned building. Good working conditions, good salary, fringe benefits. WLNA, Peekskill, N. Y.

Newsmen needed for midwest radio-television news staff. **Opportunity for tv coverage experience for radio men. Send all information first letter with tape, film and resume including salary requirements. Address news director, WTOL, Toledo 4, Ohio. Personal interview required.**

Technical

Negro combo-first phone. Transmitter a necessity. Small town—good pay. Box 211J, BROADCASTING.

Chief engineer, maintenance and announcing, **night shift,** required by January first. **Above average earnings. Contact General Manager, KATE Radio, Albert Lea, Minnesota.**

Engineer-assistant chief. Man needed with directional experience to take care of antennae only, under supervision of consulting engineer. Chief responsible for audio, your job is pattern. Send resume to KSTT, Davenport, Iowa.

Chief engineer or combination engineer-announcer with first-class license. Excellent plant and working conditions. Salary open. Group operation. Experience necessary. Contact E. Dean Finney, General Manager, WTWN, St. Johnsbury, Vermont.

Help Wanted—(Cont'd)

Technical

Chief Engineer. Immediate opening. WVOS, Liberty, New York.

Production—Programming, Others

Well established good music station desires a working program director who knows adult music and production. Good salary for a permanent qualified family man. Write full particulars in first letter. Box 151J, BROADCASTING.

Texas kilowatt seeking experienced newsman to gather, write local news, some announcing. $90.00 week. Box 234J, BROADCASTING.

Newsman—enlarging current staff. Experience in getting news more important than voice. Send tape, resume and salary. KSTT, Davenport, Iowa.

Immediate opening for news director. Prefer man who knows and likes small town life. Send complete details of experience. WVSC, Somerset, Pennsylvania.

RADIO

Situations Wanted—Management

Manager-salesmanager. $15,000 current income desires to relocate for realistic opportunity. Available after January 31. All information first letter. Box 188J, BROADCASTING.

Husband and wife management team-wife expert in traffic and office management. Husband has seventeen years experience in radio sales and programming. Background includes station ownership. Capable taking full charge. Box 213J, BROADCASTING.

39 year old, married 16 years, 3 children, seeking opportunity to prove self as manager and/or sales manager of radio station in small, medium, or large market. Civic minded, sober, responsible, sincere, with proven record as announcer, chief announcer, sports director, salesman, and sales manager. Have been top billing salesman present medium market past 7 years in seven station market. Excellent reputation, and presently employed (five years) same station. Earnings past five years 12-15 thousand dollars. Would be highly interested in small market station with announcer, sales, part interest ownership—arrangement. Would welcome interview. PO Box 218J, BROADCASTING.

Terrific young manager with proven sales record. First class license and 11 years experience desires permanent position in middle west. Current operation changing ownership. Income $10,000 plus. Box 238J, BROADCASTING.

Manager—heavy sales background. Twelve years experience, ten management. Mature, thorough knowledge. Stable, responsible, family man. Excellent ownership references. Area $10,000. Box 229J, BROADCASTING.

(1) Management: (2) Sales: (3) First phone: Ideal to cover smaller market. Draft exempt, mature, settled. Phone CA 7-1326, wire, or inquire Box 8101, Nashville 7, Tennessee.

Announcers

20 year radio-tv veteran all phases as d. j. and d. j., sales combo work. 39 years old, married, three children, settled, sober, presently employed same station five years, 12-15 thousand salary per year. Preference southeast 50 kw personality operation with opportunity to sell. Top ratings and sales records available. P. O. Box 219J, BROADCASTING.

Attention quality stations in south: deep voice, intelligent programmer, 25, family, 4 years experience, college. Box 220J, BROADCASTING.

Good experienced announcer-copywriter. Presently employed. Married. Draft-exempt. Know sports thoroughly. Box 224J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young broadcasting graduate, morning man or top 40, tight board. News also. Box 225J, BROADCASTING.

Attention stations 150 miles from N.Y.C. 3 years experienced dj—announcer, can operate tight board. Not a floater or screamer. Excellent references. Box 227J, BROADCASTING.

Attention, New York, Pennsylvania. Mature, middle of road announcer, good music, experienced, sell, write, married, $100.00 Box 143J, BROADCASTING.

Sports announcer looking for sports minded station—best of references. Box 183J, BROADCASTING.

Southern Wisconsin — northern Illinois. Young family man desires staff position. Experienced all phases. Box 205J, BROADCASTING.

Announcer dj, experienced, mature, news, lively smooth sound. Fast smooth board, tight production. Box 235J, BROADCASTING.

Mature, experienced, capable announcer desires permanent position. Strong on news, better type music night show. Minimum $100 per week. For tape, resume, write Box 244J, BROADCASTING.

Former CBS-TV, WNEW broadcaster with 20 years experience must move to southwest area because of wife's asthmatic condition. You name it, I've done it. Box 245J, BROADCASTING.

Have first phone, announcing experience, decent voice high I.Q. Will relocate in your area. Prefer southwest. Veteran, 31, mature, no drifter. Keith N. Balfour, 6239 Stefani Dr., Dallas 25, Texas.

Attention California & West. Experienced announcer who can really move your audience morn-noon-nite. Personable, promotion, record hops. Call WHitney 4-2314, write Apt. D, 10061 Carmenita, Whittier, California.

1 year AFRS-TV, excellent on camera appearance. 2 years college, military obligation completed. Writes copy, types (50). Limited commercial experience. Prefer California. All radio-tv offers considered. Norm Colwell, 2443 Broad St., San Luis Obispo, California. LIberty 3-7453.

1st class license. Part time experience on 5 kw directional. Want full time working in broadcasting field. Robert House, Route #5, Wausau, Wisconsin.

Technical

Experienced chief engineer available now. Seventeen years engineering experience. Want good pay, permanence. Single, car. Interested Florida-Texas area. Box 230J, BROADCASTING.

Engineering position desired in southwest. Married. First class ticket. Contact Ray Loper, 1221 Neblett, Stephenville, Texas. Phone Woodlawn 5-3357.

Experienced, dependable transmitter engineer wants immediate am or tv position. Central or south. Jefferson Rice, YMCA, Baton Rouge, Louisiana.

1st phone, some experience on am & fm transmitter desires job. Broadcasting school graduate, 32, married, available immediately. Box 216J, BROADCASTING.

Production—Programming, Others

Girl copy-writer—air work. Upper midwest please. Excellent references. Box 221J, BROADCASTING.

Copywriter, announcer. Newspaper, college background. Desire warmer—small market. Immediate. Box 223J, BROADCASTING.

Newsman—Experienced all major phases of news coverage. Professional delivery. Interested in news work only—no commercials—on radio and/or tv in east. Box 142J, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Ratings! Shmatings! Them I got! What I want is money! Now in quarter million market, have first phone, 5 years all phases. Strong on copy and production. Draft free, 27, college. Will relocate for the right job. Box 228J, BROADCASTING.

A fine program director for your medium market station. If you are a progressive employer and a fair dealer, phone 716-GL 8-8814.

TELEVISION

Help Wanted—Sales

"Experienced TV salesman with proven record in smaller market and wants to move up. We are CBS in top 35 markets, 3 station company and growing a good insurance program. Salary open against 12% commission. The right man should earn $15,000.00 or more. Thoroughly experienced radio salesman with some tv experience considered. Send resume and photo to Box 240J, BROADCASTNG.

Commercial manager strong sales and promotion. Excellent situation for experienced salesman. Only vhf station in market. Write WABG-TV, Box 414, Greenwood, Mississippi.

Announcers

Wanted experienced announcer for tv station in progressive North Carolina market. Must be interested in news, married, young, native southerner preferred. Write Box 21J, BROADCASTING. Send resume of experience, education, salary expectations and include tape if possible.

Michigan television station looking for experienced newsman strong on air delivery. VHF station with long standing in news leadership. Write Box 176J, BROADCASTING.

Wanted—announcer with some news experience for on camera and booth work. Salary commensurate with ability. Send resume and photo. Box 239J, BROADCASTING.

WSBT & TV has opening for young man with 1-2 years staff and good sports background wanting chance to move up to highly respected prestige station. Opportunity to handle sports including play-by-play and color. Send resume with salary requirements, tape and photo, or video tape, or s.o.f. to Personal Director, South Bend Tribune, South Bend 26, Indiana.

Technical

Experienced maintenance supervisor needed for western tv-am-fm. Installation experience desirable. Include salary requirement with resume. Box 170J, BROADCASTING.

Chief engineer wanted for established N.Y.S. uhf station. Applicant must have working knowledge of transmitter, studio equipment, film chain and microwave. Submit details first letter. Position open January 1st. Box 189J, BROADCASTING.

TV engineer. Excellent engineering opportunity with a leading midwestern tv station. Experience required. First class license desirable. Send detailed resume and salary requirements to Box 226J, BROADCASTING.

WTOC-am-fm-tv, Savannah, Georgia, has opening for first class engineer. Reply by letter to chief engineer, giving complete qualifications, references, photographs and salary requirements for 50 hours.

Television director of engineers. Permanent employment, must be experienced in installation, operation and maintenance. Ability to modify and construct transmitter, convert present equipment from Channel 13 operation to Channel 12. Send resume. Mr. Joseph A. Paretti, President, New Orleans Television Corp., station WVUE-TV New Orleans, La. Phone JA 5-9011.

Help Wanted—(Cont'd)

Production—Programming, Others

Newsman, perferably with journalism background for staff opening with top rated news operation, WSBT & TV. Good opportunity for young man ready to move up to established, prestige station. Send tape, with photo or video tape or s.o.f. to Personal Director, South Bend Tribune, South Bend 26, Indiana.

TELEVISION

Situations Wanted—Technical

Engineer desires studio or transmitter position. Experienced. C.T.I. graduate. John Wilson, RFD #2, Monmouth, Illinois. Phone 734-3855.

5½ years experience am and tv, married. DI 2-1210, Galesburg, Illinois.

Production—Programming, Others

Radio-tv newsman. Six years experience. Reporting, editing, writing, broadcasting. Box 14J, BROADCASTING.

Television program director with extensive experience in programming, production, film buying and vtr. Box 121J, BROADCASTING.

Experienced news director: News-in-depth specialist for station topping competitive market or planning to. Good air work, references. Box 144J, BROADCASTING.

Experienced film director, projectionist, photographer. TV production college. Editor considered. H. R. Wheeler, 2265 Foothill Blvd., La Canada, California. CHurchill 8-2262.

FOR SALE

Equipment

For sale: 595 foot Dresser-Ideco guyed tower. Designed to support 44 thousand pound tv antenna. Dismantled. Ready for shipment. $10,000.00. Box 58J, BROADCASTING.

Need all equipment for 100 watt station. Used & new. Box 209J, BROADCASTING.

Complete Schafer automation equipment . . . model 60. Includes Concertone tape recorders, silencer units . . . 2 Seeburg 200 selectomatic . . . program preparation unit, remote start, full instructions. Used one year. Quick sale priced. Boyd Kelley, KRRV . . . Sherman, Texas.

For Sale: Cellomatic projector, Model 45S; one year old, perfect condition. Ideal for on-air use, sales presentations, meetings, civic functions. Most versatile tool for any visual presentation. Four inch by five inch transparency projection to nine foot by twelve foot; fingertip control for optical effects—superimpose, wipe, crawl (vertical and horizontal); built-in rear view monitor mirror. Dimensions: fifty inches high, thirty-four inches wide, nineteen inches deep, 140 pounds. Available at less than book value. Chief Engineer, WFRV-TV, Green Bay, Wisconsin.

Gates RCM 20 remote control, studio and transmitter units. 6 years old. Excellent condition. Write or call Claude Schoch, WMIX, Mt. Vernon, Illinois.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

For Sale—(Cont'd)

Equipment

Gates BC-1E 1000 watt AM transmitter, $1500, Long Theaters, attention Mr. Harry Wirth, Bay City, Texas.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Equipment

Wanted—mobile tv unit. Give full information on truck, camera chains, vtr and all other equipment. Box 206J, BROADCASTING.

Financially responsible broadcaster desires an interest in or outright cash purchase of a broadcast facility in Tulsa, Oklahoma or vicinity. Replies confidential. Box 242J, BROADCASTING.

We are interested in purchasing 241-B type tubes. If you have this type tube, still in operating condition, send information to radio station KFUO, 801 DeMun, St. Louis 5, Missouri.

Interested in purchasing good, used tv projectors. Write KSHO-TV, P. O. Box 2586, Huntridge Station, Las Vegas, Nevada. State price and condition of projectors.

Remote truck or bus with switching gear and with or without microwave, cameras or video tape. Contact Chief Engineer, WITN, Washington, North Carolina.

Broadcasting equipment bought and sold. SOS, 270 N. Crest Rd., Chattanooga, Tenn.

FM transmitter or rf amplifier—as is condition. Contact Don F. Volkman, 105 N. Fourth St., Centerville, Indiana. Telephone 2753.

WANTED TO BUY

Stations

Want AM station in New York's Hudson Valley (between Albany and New York City). All offers given full confidential consideration. Will consider retaining present management and staff. Box 197J, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting January 3, March 7, May 9, July 11. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Commercial Producers Incorporated
405 Park Square Bldg. Boston, Mass.

Presents

the "MAGNETIC DOOR OPENER"

Heretofore unobtainable merchants become satisfied clients
through the use of our "Musical Concept Commercials"

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Hancock 6-9266 BOSTON, MASS.

And Receive Full Details On The
C.P.I. Guarantee

WPRO—Providence, R. I.
WTAG—Worcester, Mass.
WNDR—Syracuse, N. Y.
WVET—Rochester, N. Y.
CKOC—Hamilton, Ont.
WHIH—Norfolk, Va.
CJCA—Edmonton, Alb.

WGMA—Hollywood, Fla.
CKFH—Toronto, Ont.
WANE—Ft. Wayne, Ind.
WHLL—Wheeling, W. Va.
WISM—Madison, Wisc.
WMNI—Columbus, Ohio
WRUN—Utica, N. Y.

A Partial List Of Our Clients—December, 1961

Instructions—(Cont'd)

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. **Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603** Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Turn unsold time into immediate cash! Quality item made to sell at $4.00. You advertise at $2.00 (with order), retain 25%. Especially suited to radio for quantity sales. Write for details—Box 232J, BROADCASTING.

Wanted information regarding location of Cameron Bud Lee . . . Ivan Lee . . . Buddy Robin 5 ft 6" 150 pounds. Possibly driving tan 1960 Ford station wagon. If you know his location call collect immediately—J. D. Hill, Box 764, KSSS, Colorado Springs.

Program polkas? 22 long plays for $25.00 check. Prepaid. Polkaland, 2318 Saemann, Sheboygan, Wisconsin.

Deejays—Have a merry Xmas! Fill in with 4 files of funny one-line gags. All four folios $7.50. Show-Biz Comedy Service. (Dept. DJX) 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, **adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y**

Paying ratecard in advance! Overseas news convention! Extensive promotions! Famous leaders! 49 Protestant denominations! Eight hours Saturday or $1,000 yearly (monthly in advance) for fifteen minutes twice daily. Clay England, Schell City, Missouri.

Business Opportunity

Am looking for partner in progressive radio station in intermountain area population 119,000, would like you to be willing to invest $45,000 for 45 percent of station with option to buy 50 percent. Station is 1000 watt daytimer currently in black. Box 579H, BROADCASTING.

Co-ownership in the best-equipped facility in Colorado Springs. You should have a proven record of management or sales management and be dissatisfied until we have 5 profitable stations. Minimum of $20,000 cash required. Will give option to buy up to 50%. Write J. D. Hill, Box 764-KSSS, Colorado Springs.

RADIO

Help Wanted—Announcers

MORNING MAN

Personality needed for midwest metro market. Must have ability to draw adults with lively sound. Send tape, resume, salary.

Box 133J, BROADCASTING

Help Wanted—(Cont'd)

Announcers

EXPERIENCED ANNOUNCER

DJ, bright, alert and responsible. Tight operation. Central Virginia—TV opportunity for right person. Send full resume, tape and photo.

Box 236J, BROADCASTING

Sales

BROADCAST SALES ENGINEERS WANTED

Immediate opportunity for sales engineers to manage broadcast equipment sales, headquartering in:

Washington, D. C.
Cincinnati, Ohio

The main requirement is a broad background in radio, combined with some sales experience. Also, must be aggressive, responsible, and with a deep desire to sell equipment. Excellent starting salary with an attractive incentive program and all travel expenses paid. Become part of the dynamic expanding sales organization of a nationally known electronics manufacturer. Send resume immediately to Box 178J, BROADCASTING.

Production—Programming, Others

NEWS DIRECTOR

Needed to lead three-man department (plus network) in mid-west metropolitan area. Should be familiar with modern format. Send resume, tape, and salary.

Box 140J, BROADCASTING

WANTED

Good, strong commercial RADIO announcer who can do outstanding job of airing news. Leading, fulltime network station in medium-sized Minnesota market. Power increase expected soon. Send tape, resume and salary needs. Tapes returned. Box 207J, BROADCASTING.

TELEVISION

Situations Wanted—Management

TELEVISION-RADIO EXECUTIVE
available January 1st

10 years experience all phases station operation. Successful background in programming, production, administration and management of radio & tv stations. Desire to associate with station or agency offering security & future to man willing to work for it. Excellent references. Box 222J, BROADCASTING.

INSTRUCTIONS

THE AMERICAN DISC JOCKEY SCHOOL

Offers fully trained and commercially oriented personnel. What are your needs?
News • Sports • C&W • Top 40 • Jazz
Sales • Programming • Men • Women

HELENA BLDG., NORFOLK, VA.

State Needs—Tape, Photo, Resume Rushed

MOVING?
SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

DISSATISFIED?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application now

WALKER EMPLOYMENT SERVICE

Jimmy Valentine—Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

Equipment

$275 Complete $275

Proof of Performance Package

Oscillator, Noise & Distortion Meter, Cal. Attenuator; and RF Detector. All you need for AM or FM proof to FCC rules. Complete package: $275.00. Write for data.

RON Electronics Corp.
150 Pine St., Montclair, N. J.

For Sale—(Cont'd)

Stations

BOSTON

Class B Stereo Multiplex FM station. Priced for immediate sale. Lynn 9-2213.

Box 702H, BROADCASTING.

Radio station, New York State. 400,000 market. Liberal terms for quick sale. $100,000.

Box 109J, BROADCASTING

BEAUTIFUL

Alabama daytimer in med. market. All new, station and equipment. Unusual absentee ownership circumstances force immediate sale. Don't waste time in contacting us. ***Priced to sell.***

Box 171J, BROADCASTING

Mich	single	daytimer	60M	terms
Iowa	single	fulltime	77M	15dn
Fla	small	power	90M	29%
West	small	VHF-TV	150M	29%
Ga	metro	fulltime	175M	cash
South	major	fulltime	400M	100dn
N.E.	Top 30	daytimer	425M	terms

And others.

CHAPMAN COMPANY

1182 W. Peachtree St., Atlanta 9, Ga.

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling

RADIO and TV STATIONS

in the eastern states and Florida

W. B. GRIMES & CO.

2000 Florida Avenue, N.W.
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Indiana single regional $78,000—N. Y. State major regional $135,000—Tex. fulltimer $70,000—Texas daytimer $70,000—Tex. medium $160,000—Tex. metro $275,000—Tex. metro $425,000—La. single $26,950—La. single $40,000—La. major $75,000—Ark. major $180,000—Tenn. single $82,500—Tenn. major $225,000—Tenn. major $375,000—Fla. medium $170,000—Fla. metro $225,000—Fla. major power $237,000—Fla. major power $550,000—N. M. medium $150,000—N. M. major $250,000—Miss. single $40,000—Miss. single $45,000—Okla. single $100,000—Ala. major $300,000—20 others! Contact:

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

For Best Results You Can't Top A CLASSIFIED AD in

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 61

cp to change primary tv station to KREY-TV ch. 10 Montrose, Colo., via intermediates at Norwood and Nucla, Colo., of vhf tv translator station.

WCLE-FM Cleveland, Tenn—Granted mod. of cp to change type trans. and type ant.

Palo Verde Valley TV Club Inc., Blythe and Palo Verde Valley, Calif.—Granted cp for new uhf tv Translator station on ch. 73 to translate programs of KPHO-TV (ch. 5) Phoenix, Ariz.

Actions of Dec. 15

WVMC, Radio Station WVMC, Mt. Carmel, Ill.—Granted assignment of license from **Joel W.** and **Ben H. Townsend, Morris E. Kemper, Stephen P. Bellinger** and **T. Keith Coleman** to **Jel-Co Radio Inc.** (John F. Hurlbut, president); consideration $100,000 and agreement not to engage in broadcasting within 22 miles of station for five years.

KRHD, Duncan Bcstg. Co., Duncan, Okla.—Granted involuntary assignment of licenses to group which includes **Lawton Burton**, executor of estate of **T. R. Warkentin**, d/b under same name.

KSWO-AM-TV, Oklahoma Quality Bcstg. Co., Lawton, Okla.—Granted involuntary assignment of cp and licenses to co-partnership which includes **Lawton Burton**, executor of estate of **T. R. Warkentin**, d/b under same name.

WPLK, Georgia Radio Inc., Rockmart, Ga.—Granted acquisition of positive control by **Leslie E. Gradick** through purchase of stock from **John P. Frew.**

KSRO Santa Rosa, Calif.—Remote control permitted while using non-DA.

KNOE Monroe, La.—Granted cp to replace expired permit for change of frequency, changes in DA system, change in power, change to DA-2, make changes in ground system and type trans.

WCRS Greenwood, S. C.—Granted cp to make changes in ant. system; engineering condition.

WDBQ Dubuque, Iowa—Granted cp to install new trans.

WORX-FM Madison, Ind.—Granted cp to install new trans.; engineering condition.

KSRO Santa Rosa, Calif.—Granted mod. of cp to change type trans.

KFOR Lincoln, Neb.—Granted mod. of cp to change type trans.

▪ Following stations were granted extensions of completion dates as shown: KCAC Phoenix, Ariz., to June 1, 1962; KBLA Burbank, Calif., to June 19, 1962; WHSM Hayward, Wis., to June 8, 1962 and KSTN-FM Stockton, Calif., to Jan. 2, 1962.

Actions of Dec. 14

WSSC, Radio Sumter, Inc., Sumter, S. C.—Granted transfer of control from **J. A. Gallimore** to **C. Edward** and **Laura Kathryn Combs Damron**; consideration $75,000.

KFMB-AM-FM-TV Marietta Bcstg. Inc., San Diego and Bakersfield. Calif.—Granted assignment of licenses, SCA and cps to Transcontinent Tv Corp.

KGBC, Galveston Bcstg. Inc., Galveston, Tex.—Granted assignment of license to company of same name.

KCMT(TV) Central Minnesota Tv Co., Alexandria, Minn.—Granted transfer of control from **Thomas K. Barnstubel, E. C. Reineke** and **Julius H. Hetland** to **Thomas K. Barnstuble.**

WLSI, Cumberland Publishing Co., Pikeville, Ky.—Granted transfer of control from **Gladys R., W. Jeff** and **John M. Ward**, executors of estate of **W. J. Ward Jr.**, to **John M. Ward.**

KSRA, Salmon River Radio & Tv Inc., Salmon, Idaho—Granted acquisition of positive control by **David G. Ainsworth** through purchase of stock from **Richard E. and Sara L. Carr.**

WEEW Washington, N. C.—Granted license for am station.

WGET Gettysburg, Pa.—Granted license covering change in frequency; increase in power; installation of DA-2; changes in ground system; installation of new trans. and specify type trans.

***WSIU(FM) Carbondale, Ill.**—Granted cp to increase ERP to 37 kw and install new trans.

KWHW Altus, Okla.—Granted cp to install old main trans. as auxiliary trans. at main trans. location.

WGHC Clayton, Ga.—Granted cp to install new trans.

KBEC Waxahachie, Tex.—Granted cp to replace expired permit for changes in DA pattern.

WSIB Beaufort, S. C.—Granted mod. of cp to change type trans.

WOKC Okeechobee, Fla.—Granted mod. of cp to change type trans.

WCLO Janesville, Wis.—Granted mod. of cp to change type trans.

WENC-FM Whiteville, N. C.—Granted mod. of cp to change type trans., type ant.; ERP to 45 kw; ant. height 150 ft.; conditions.

WJEH-FM Gallipolis, Ohio—Granted mod. of cp to change type ant.; ERP 15 kw.

KVRD Cottonwood, Ariz.—Granted mod. of cp to make changes in ground system.

WJMC-FM Rice Lake, Wis.—Granted request for cancellation of SCA.

KXA Seattle, Wash.—Granted request for cancellation of license for composite broadcast trans. used on 770 kc, 1 kw, for auxiliary purposes only.

▪ Following stations were granted extensions of completion dates as shown: KVEN Ventura, Calif., to June 26, 1962; WKRZ Oil City, Pa., to Feb. 1, 1962; KANI Wharton, Tex., to March 15, 1962; *KGTS (FM) College Place, Wash., to Feb. 1, 1962, and KPPC-FM Pasadena, Calif., to May 22, 1962.

Actions of Dec. 13

Durango Tv Translator, Durango Junior Chamber of Commerce Inc., Durango, Colo.—Granted cp for new uhf tv translator station on ch. 82 to translate programs of KGGM-TV (ch. 13) Albuquerque, N. M.

Columbia Bcstg. System Inc., New York, N. Y.—Granted mod. of cp to add trans. for low power station; without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act, and to such action as commission may deem warranted as result of its final determinations with respect to (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.

WEOK-FM Poughkeepsie, N. Y.—Granted SCA on multiplex basis.

KBUB, Lakeside Bcstrs., Sparks, Nev.—Granted assignment of license to **Silver Circle Bcstg. Inc.**; stock transaction.

WICU, Gibraltar Enterprises Inc., Erie, Pa.—Granted assignment of license to **Radio Station WICU**; Edward Lamb family transaction.

WECL, Chippewa Valley Radio & Tv Corp. Eau Claire, Wis.—Granted assignment of license to **WECL Inc.**; stock transaction.

WRAM Prairieland Bcstrs, Monmouth, Ill.—Granted assignment of license to **Stephen P. Bellinger**, et al., d/b under same name; **Vernon R. Nunn** to sell his 5% interest to remaining partners for $6,000.

WIMO, Winder-Monroe Bcstg. Co., Winder, Ga.—Granted acquisition of positive control by **C. H. Grider** through purchase of stock from **W. C. Woodall Jr.**; consideration $10,000.

KBLF, Victor Industries Corp. of California, Red Bluff. Calif.—Granted transfer of control from **Victor Corp.** to **Victor Industries Corp.** and **Clay McGowan**; stock transaction.

WICU-TV, Gibraltar Enterprises Inc., Erie, Pa.—Granted transfer of control of **Dispatch Inc.** from **Prudence H. Lamb**, et al., to **Edward Lamb** and **Prudence H. Lamb**, individually and as trustees.

WXGI Richmond, Va.—Granted license covering increase in power and installation of new trans.

WBBQ Augusta, Ga.—Granted license covering increase in daytime power and installation of new trans., for daytime use (two main transmitters).

WLBC Muncie, Ind.—Granted license covering increase in daytime power and installation of new trans.

▪ Granted licenses covering increase in power for following stations: KLER Orofino, Idaho, and KFAY Fayetteville, Ark.

KCUL Fort Worth, Tex.—Granted license covering use of main nighttime trans. as auxiliary daytime.

WTON Staunton, Va.—Granted license to use presently licensed auxiliary trans. as alternate main night and auxiliary daytime.

WBTN Bennington, Vt.—Granted license covering installation of auxiliary trans.

KFMY(FM) Eugene, Ore.—Granted cp to decrease ERP to 3.5 kw; increase ant. height to 780 ft.; change ant.-trans. and studio location and make changes in ant. system.

KGUD Santa Barbara, Calif.—Granted extension of completion date to May 25, 1962.

Actions of Dec. 11

■ Granted cps for the following new vhf tv translator stations: Chelan Station Tv on chs. 4 and 6 Chelan Station, Wash., to translate programs of KXLY-TV (ch. 4) and KHQ-TV (ch. 6.) Spokane, Wash., via intermediate translators; Bison Commercial Club on chs. 12 and 10, Bison, S. D., (KOTA-TV ch. 3 Rapid City, and KDSJ-TV ch. 5 Lead, S. D.)

Rulemakings

■ Commission invites comments to notice of proposed rulemaking looking toward shifting commercial ch. 17 from Fort Lauderdale to Miami, Fla., for educational use in latter city. Board of Public Instruction of Dade County, which holds cp for WSEC-TV on ch. 17 in Fort Lauderdale, requested reservation and shift to Miami in addition to its present operation of educational station WTHS-TV on ch. *2 in that city. Both proposed trans. site and main studio of Board's Fort Lauderdale station are located in Miami antenna farm at trans. site of WTHS-TV; no change in trans. site is proposed but petitioner would maintain only auxiliary studio at trans. site. If rulemaking is adopted, commission will take such further action as may be appropriate with respect to Board's outstanding authorization for ch. 17 in Fort Lauderdale. Action Dec. 13.

■ Commission invites comments to notice of propsed rulemaking looking toward amending Sec. 3.188(d) of broadcast rules to increase from 500 w to 1 kw operating power permitted to be used by am stations employing roof-top antennas, provided station has operated with lesser power for at least one year with no cross-modulation problems. However, stations presently operating with power in excess of 500 w would be prevented from switching, without reducing power to 500 w, from non-roof-top antenna to roof-top antenna, from moving into older area of city from another area, or from moving from one site to another within old area of city. Proposal is more restrictive than that of Assoc. of Federal Communications Engineers which petitioned for rulemaking. Action Dec. 13.

■ By report & order, commission finalized rulemaking in Doc. 14274 and amended tv table of assignments by substituting ch. 34 for ch. 56 in Binghamton, N. Y., and deleting unused ch. 34 from Wilkes-Barre, Pa., and ch. 20 from Ithaca, N. Y. At same time, commission modified authorization of WBJA-TV Inc. (formerly Alfred E. Anscombe, who petitioned for change), to specify operation of WBJA-TV on ch. 34 instead of ch. 56 in Binghamton, upon submission of necessary information. Action Dec. 13.

■ By report & order, commission finalized rulemaking in Doc. 14271 and amended tv table of assignments by deleting ch. 12 from Brainerd and assigning it to Walker, Minn. Central Minnesota Tv Co. had petitioned for shift. No application had been filed for Brainerd. Action Dec. 13.

PETITION FILED

Sec. 3.79: Conant Bcstg. Inc. (WHIL), Medford, Mass. (12-11-61)—Requests amendment of Sec. 3.79 so as to specify that uniform sunset times be based upon actual times of sunset for fifteenth day of month, provided that if actual time of sunset falls within quarter hour, uniform sunset time would then be last minute of quarter hour. Ann. Dec. 15.

PETITIONS DENIED

Sec. 3.606: Springfield Tv Bcstg. Corp. (WWOR[TV]), Worcester, Mass. (3-29-61)—Requests amendment of rules so as to add vhf ch. 13 at Worcester, Mass., by making the following changes:

	Present	Proposed
Worcester, Mass.	14, 20	13, 14, 20

Further requests simultaneous issuance of order to show cause why WWOR[TV] should not operate on ch. 13 in lieu of ch. 14. Denied by memorandum opinion & order adopted Dec. 6, 1961, and released Dec. 13, 1961.

Sec. 3.606: Florida Educational Tv Commission, Tallahassee, Florida, et al. (9-8-61) —Requests amendment of rules so as to allocate ch. 11 to Orlando, Fla., and reserve it for non-commercial educational use, at separation of 132 miles from WINK-TV (ch. 11) Fort Myers, Fla. Denied by memorandum opinion & order adopted Dec. 6, 1961, and released Dec. 13, 1961. Chmn. Minow dissented.

RADIO-TV SET COUNT

LOUISIANA

1960 U.S. Census of Housing

(Final figures—see story, page 28; BROADCASTING, Dec. 18)

Area	Population	Occupied Dwelling Units	Total Radio Homes	Saturation	2 or more sets	Total Tv Homes	Saturation	2 or more sets
State	3,257,022	892,344	763,879	85.6%	190,377	726,056	81.4%	64,320
PARISH								
Acadia	49,961	13,468	11,977	88.9%	1,908	10,627	78.9%	394
Allen	19,867	5,517	4,723	85.6%	585	4,020	72.9%	44
Ascension	27,927	7,182	5,937	82.7%	923	5,238	72.9%	237
Assumption	17,991	4,471	3,273	73.2%	602	3,134	70.1%	136
Avoyelles	37,606	10,526	8,882	84.4%	1,054	7,707	73.2%	66
Beauregard	19,191	5,413	4,462	82.4%	843	3,649	67.4%	264
Bienville	16,726	4,734	4,039	85.3%	311	3,327	70.3%	60
Bossier	57,622	15,340	13,686	89.2%	4,527	13,095	85.4%	1,423
Caddo	223,859	66,137	59,082	89.3%	21,652	56,183	84.9%	7,826
Calcasieu	145,475	39,004	34,259	87.8%	9,974	33,994	87.2%	3,117
Caldwell	9,004	2,496	1,787	71.6%	234	1,728	69.2%	25
Cameron	6,909	1,863	1,600	86.0%	136	1,470	78.9%	78
Catahoula	11,421	3,056	2,301	75.3%	187	1,680	55.0%	—
Claiborne	19,407	5,774	4,861	84.2%	766	3,946	68.3%	166
Concordia	20,467	5,437	4,324	79.5%	784	3,299	60.7%	112
De Soto	24,248	6,733	5,775	85.8%	886	4,467	66.3%	241
East Baton Rouge	230,058	61,316	56,385	92.0%	20,947	53,757	87.7%	6,765
East Carroll	14,433	3,712	2,721	73.3%	387	2,134	57.5%	39
East Feliciana	20,198	3,572	2,631	73.7%	469	2,142	60.0%	92
Evangeline	31,639	8,846	7,753	87.6%	761	5,595	63.2%	66
Franklin	26,088	6,644	5,436	81.8%	548	4,845	72.9%	152
Grant	13,330	3,857	3,283	85.1%	480	2,706	70.2%	84
Iberia	51,657	13,559	11,277	83.2%	2,587	11,258	83.0%	778
Iberville	29,939	7,603	6,160	81.0%	1,014	5,740	75.5%	280
Jackson	15,828	4,621	3,988	86.3%	841	3,516	76.1%	182
Jefferson	208,769	55,290	49,401	89.3%	16,733	50,852	92.0%	7,671
Jefferson Davis	29,825	8,083	6,903	85.4%	1,782	6,396	79.1%	478
Lafayette	84,656	22,133	19,146	86.5%	4,542	18,901	85.4%	1,413
Lafourche	55,381	14,050	11,362	80.9%	1,699	11,963	85.1%	458
La Salle	13,011	3,918	3,170	80.9%	520	2,782	71.0%	61
Lincoln	28,535	7,103	6,071	85.5%	1,361	6,025	84.8%	295
Livingston	26,974	7,115	5,993	84.2%	722	5,325	74.8%	103
Madison	16,444	4,479	3,654	81.6%	525	2,666	59.5%	98
Morehouse	33,709	8,928	7,514	84.2%	1,354	6,734	75.4%	238
Natchitoches	35,653	9,308	7,818	84.0%	1,446	5,228	56.2%	163
Orleans	627,525	189,801	161,990	85.3%	43,756	163,253	86.0%	18,883
Ouachita	101,663	28,934	25,150	86.9%	7,231	24,830	85.8%	2,634
Plaquemines	22,545	5,516	4,513	81.8%	651	4,662	84.5%	83
Pointe Coupee	22,488	5,581	4,490	80.5%	539	3,922	70.3%	95
Rapides	111,351	29,559	25,149	85.1%	7,439	25,056	84.8%	2,401
Red River	9,978	2,784	2,244	80.6%	400	1,662	59.7%	46
Richland	23,824	6,146	4,967	80.8%	858	4,398	71.6%	215
Sabine	18,564	5,220	4,448	85.2%	570	2,861	54.8%	186
St. Bernard	32,186	8,109	7,350	90.6%	2,267	7,785	96.0%	1,035
St. Charles	21,219	5,251	4,757	90.6%	871	4,517	86.0%	293
St. Helena	9,162	2,150	1,649	76.7%	154	1,258	58.5%	60
St. James	18,369	4,114	3,378	82.1%	505	3,183	77.4%	75
St. John the Bapt.	18,439	4,331	3,625	83.7%	549	3,341	77.1%	158
St. Landry	81,493	20,011	16,094	80.4%	2,110	13,728	68.6%	545
St. Martin	29,063	7,086	5,516	77.8%	552	5,720	80.7%	69
St. Mary	48,833	12,555	10,187	81.1%	2,097	10,547	84.0%	464
St. Tammany	38,643	10,427	8,596	82.4%	1,736	8,745	83.9%	764
Tangipahoa	59,434	15,996	13,243	82.8%	2,128	11,842	74.0%	514
Tensas	11,796	3,100	2,245	72.4%	199	1,725	55.6%	—
Terrebonne	60,771	14,775	12,107	81.9%	2,393	12,289	83.2%	432
Union	17,624	4,964	4,173	84.1%	639	3,999	80.6%	207
Vermilion	38,855	11,091	9,298	83.8%	1,444	9,202	83.0%	337
Vernon	18,301	5,354	4,458	83.3%	639	3,552	66.3%	110
Washington	44,015	12,232	10,831	88.5%	2,212	8,842	72.3%	366
Webster	39,701	11,601	9,842	84.8%	2,489	8,968	77.3%	515
West Baton Rouge	14,796	3,701	3,223	87.1%	675	2,862	77.3%	63
West Carroll	14,177	3,835	2,947	76.8%	308	2,701	70.4%	88
West Feliciana	12,395	2,114	1,797	85.0%	231	1,341	63.4%	56
Winn	16,034	4,718	3,978	84.3%	645	3,156	66.9%	21
Metropolitan Areas								
Baton Rouge	230,058	61,316	56,385	92.0%	20,947	53,757	87.7%	6,765
Lake Charles	145,475	39,004	34,259	87.8%	9,974	33,994	87.2%	3,117
Monroe	101,663	28,934	25.150	86.9%	7,231	24,830	85.8%	2,634
New Orleans	868,480	253,200	218,741	86.4%	62,756	221,870	87.6%	27,589
Shreveport	281,481	81,477	72,768	89.3%	26,179	69,278	85.0%	9,249

Our
Holiday Toast
to you-

Enjoy the holidays
Stay safe and sound
"Make it Milk"
When homeward bound!

AMERICAN DAIRY ASSOCIATION
20 North Wacker Drive, Chicago 6, Ill.

1961

OUR RESPECTS to Lawrence Frederick Haeg, general manager, WCCO Minneapolis

The warmth comes through in the station's sound

The story of Larry Haeg, for nearly a decade general manager of WCCO Minneapolis, is much more than that of a farm boy who made good in the big city.

It is the story of radio, too: how a basic communication medium serves a broad multi-state region and how it succeeds; how a station executive and his staff sense the new challenges of each broadcast day, and how they use their well-developed "radio spirit" as a team to meet them.

Mr. Haeg's informal, warm and personal interest in the other fellow comes easily. He imparts it well, too. It's the way his station sounds. And it's the attitude his staff imparts, both on and off the air.

Radio's Power ▪ For some, the basic challenge of the job might be too much—an ownership directive which requires that WCCO "shall be undisputed first in this market by every test" and that it "shall be completely divorced from WCCO-TV." But not for Mr. Haeg. It merely whets his appetite to prove what he believes about the power of radio.

The first commandment of the ten he gives his staff is that "you should be reaching every person in our market by as many different personal appeals as you can identify." And he believes in constant "housekeeping" to preserve the quality of the station's service and sound every moment. "You can't correct it later," he tells them, "and if it isn't good enough for our air, don't use it."

He often observes that "we're reporting on radio now the news they'll hear on tv tonight before they read it in the newspaper tomorrow—only we have more of it and in sound."

Lawrence Frederick Haeg was born Sept. 13, 1908, on the family farm in Bloomington township just south of Minneapolis. His parents were foresighted enough to homestead near a growing city, he recalls, and today he still has a part of the original farm although it is fast being enveloped by the suburban residential building of Bloomington.

Hard Work ▪ Mr. Haeg inherited a zest for hard work that is characteristic of the German heritage of his parents. He learned his lessons at an early age working on the farm. He went to public elementary school and high school in the township and then to the School of Agriculture at the U. of Minnesota. Because of the depression, however, he was unable to continue his studies there after the end of this third year.

Putting on his Sunday suit, young Mr. Haeg went to Washington. There wasn't much jingle in his pocket, but his heart was full of eagerness to serve and to get ahead. He believed the farmer could be helped best if he could help himself, acting with the information and aid which Washington could provide in the economic emergency. The information service of the Agricultural Adjustment Administration decided Mr. Haeg was just the young man they needed and he was hired.

He realized farmers needed up-to-date factual information and sincere encouragement. With fellow workers, he endorsed putting Secretary of Agriculture Henry Wallace on the air. He went to WJSV Washington (now WTOP) and suggested that Secretary Wallace might give a top news story via radio instead of through the usual "press" release. It won him full network exposure on CBS and became the first of many shows.

Hitting the Road ▪ That was 1933 and Mr. Haeg's radio career was sprouting greener than winter wheat. He traveled about the country getting stations to carry Agriculture Dept. news.

Mr. Haeg's radio work was put aside for a while in 1936 when he returned to his family home at his mother's death. His father wanted to retire from farming and his three brothers wanted to get out, too, so Mr. Haeg bought them all out and began working night and day to pay off his debt. During this period he also served as farmer-committeeman in his state for the AAA.

In 1939 Mr. Haeg quit his AAA work and entered politics as a conservative. He ran for the Minnesota legislature from Plymouth township, west of Minneapolis. With considerable farm backing, he shared a tie vote with the veteran incumbent, but lost by three votes on the recount. He did not give up.

WCCO's Haeg
Radio was his first love

Running again for the house seat in 1941 he won over the same man and was subsequently re-elected eight years.

Joins WCCO ▪ The spring of 1942 found Mr. Haeg back to his first love, radio. He sold WCCO on his services as a one-man farm department. He reported livestock quotations in the early morning, plus plenty of other farm service news from all sources, including the new style of weather report then required by war censorship. He also proved that farm programs could be a profitable medium for the sponsor.

Mr. Haeg labored long among his fellow broadcasters to instill the idea of "service" in the title of farm service director. In 1943 he was a key figure in the organization of the National Assn. of Radio Farm Directors (now including television) and he served as president for two successive years.

Mr. Haeg took leave of WCCO in 1952 for an assignment with the Mutual Security Agency in Europe for six months. During this time the FCC approved the sale of the property by CBS to the present owner, Midwest Radio-Television Inc. In August of that year he returned to WCCO in the new post of general manager.

Willing Helper ▪ During the years since then Mr. Haeg has served in some capacity with nearly every major community organization. He also has held every office in the Minnesota Broadcasters Assn. He now is vice chairman and a director of the CBS Radio Affiliates Assn.

During his early days at WCCO, Mr. Haeg met a city girl who didn't know a thing about the farm. But that didn't put any obstacles in the road to romance. He and Helen Jaroscak of Minneapolis were married in 1943. They have five children: Larry Jr., 16; Thomas, 14; Susann, 12; David, 10, and Michael, 6. The family enjoys active things, especially sports, and father gets off every now and then for a hunting or fishing trip in Canada.

Mr. Haeg also is a serious reader of American history, and, according to community reports in suburban Robbinsdale where the family now lives, he is again being mentioned by a citizens' committee as its choice to run for the state senate. His only comment: "No comment."

EDITORIALS

Bartering away profits

THE bartering of time for programs is as old as radio and as young as television, but the practice has recently cropped up with modifications that deserve mention.

For radio stations a Hollywood company, A. P. Management Corp., is offering *Celebrity Fives* and other programs in exchange for time that it sells to advertisers at no revenue to the stations. Al Petker, the creator of A. P. Management, claims to have arrangements with 1,517 stations. A full report on him was carried in BROADCASTING Dec. 11.

For television stations NTA is now offering a package of movies and tv films in exchange for blocks of spot time. NTA intends to store up a time bank on which it can draw to acquire interests in companies that can use the advertising. The details are explained elsewhere in this issue.

Most barter plans depend upon the ultimate sale of time at a price lower than the advertiser would pay if he bought it conventionally. The more these plans proliferate, the less conventional spot advertising will be sold. It could lead to rate quotations in units of potatoes instead of dollars.

How the West was won

IT HAS been evident since the beginning of his tenure that FCC Chairman Newton Minow is an effective advocate, and he proved it again last week in his speech to the Commonwealth Club of San Francisco. It has also been evident that he is a better advocate than political philosopher, and he proved that again too.

Mr. Minow's San Francisco speech was the kind of summing-up that a lawyer presents to a jury. It was clearly intended to present the Minow record in the best possible light, and it succeeded in that purpose. It was clearly intended to minimize the broadcasters' case, and it succeeded also in that purpose.

Mr. Minow indulged in a common trick of advocacy; he distorted the opponents' case to enhance his own. He said that broadcaster opposition to his policies was founded solely on objections to his desire to make licensees live up to the promises they had made in obtaining their licenses.

The issue is not that simple, and Mr. Minow knows it.

No responsible broadcaster would quarrel with Mr. Minow's belief that promises, freely made, ought to be respected. But a good many promises that appear in license application forms have not been freely made and a good many have been made on assumptions that later turned out to be wrong.

It is no secret that the custom among applicants has been to draw up program proposals that will meet what the applicants believe to be the FCC's desires. This custom has been encouraged by FCC procedures.

More than a few contests for television station grants were decided on a matching of program proposals of rival applicants. Out of those cases came a loose body of guides to FCC program preferences. To ignore those guides was to doom any application.

The process of applying government influence to the formation of program policies was given formal status in July 1960 when the FCC issued a statement describing 14 types of programming that it implied were required to be represented in any program schedule. The FCC, through its working staff, has repeatedly used the July 1960 statement to put the squeeze on applicants.

Many an applicant has received a letter raising questions about the proportion of his schedule that he proposes to devote to one or more of the 14 program types. A letter of this kind only raises questions; it does not issue directions; but it has the practical effect of a strong hint. The hint will be ignored only by the applicant who decides to enter another business. Commonly, the application is amended to redistribute the program types in the proportions that seem to have been suggested.

This procedure has many variations, but they all come to the same result. Before the promise is accepted it is in some way influenced by the FCC.

If there seems to be an element of cynicism in the attitude that applicants have taken toward their program proposals, it has been forced upon them by the FCC itself.

The test of programming still resides in its exposure to the public. No matter how much the FCC may like the looks of a program plan, it remains for the viewing public to decide whether it will watch that programming or something else, or turn away from television altogether. The operator who persists in adhering to a program schedule that the public rejects is performing no public service at all.

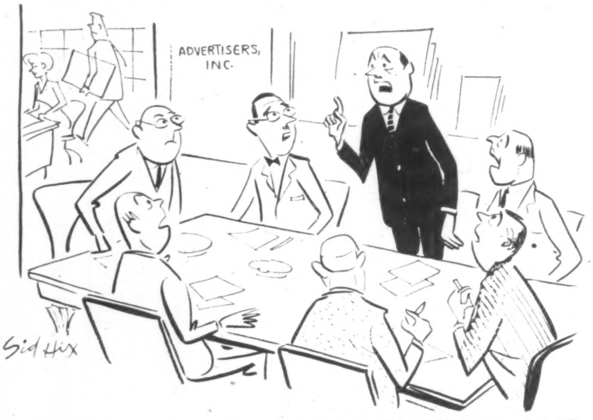
As we say, the issues are far more complicated than Mr. Minow has made them out to be, and they cannot be put to a fair judgment by anyone who has heard Mr. Minow's argument but not the other side's. Indeed the kinds of government influence that broadcasters fear extend into many areas. Not the least is the pressure that Mr. Minow generates himself when he makes free-wheeling criticisms of television. He speaks as the chairman of a licensing body that can exercise its powers in many subtle ways. In that capacity he surely must realize that he himself is indulging in a form of government restriction of freedom.

Spoils and holdouts

AS REPORTED elsewhere in this issue, the television music negotiating committee has gone to court to get a better contract with the biggest source of television music, the American Society of Composers, Authors and Publishers.

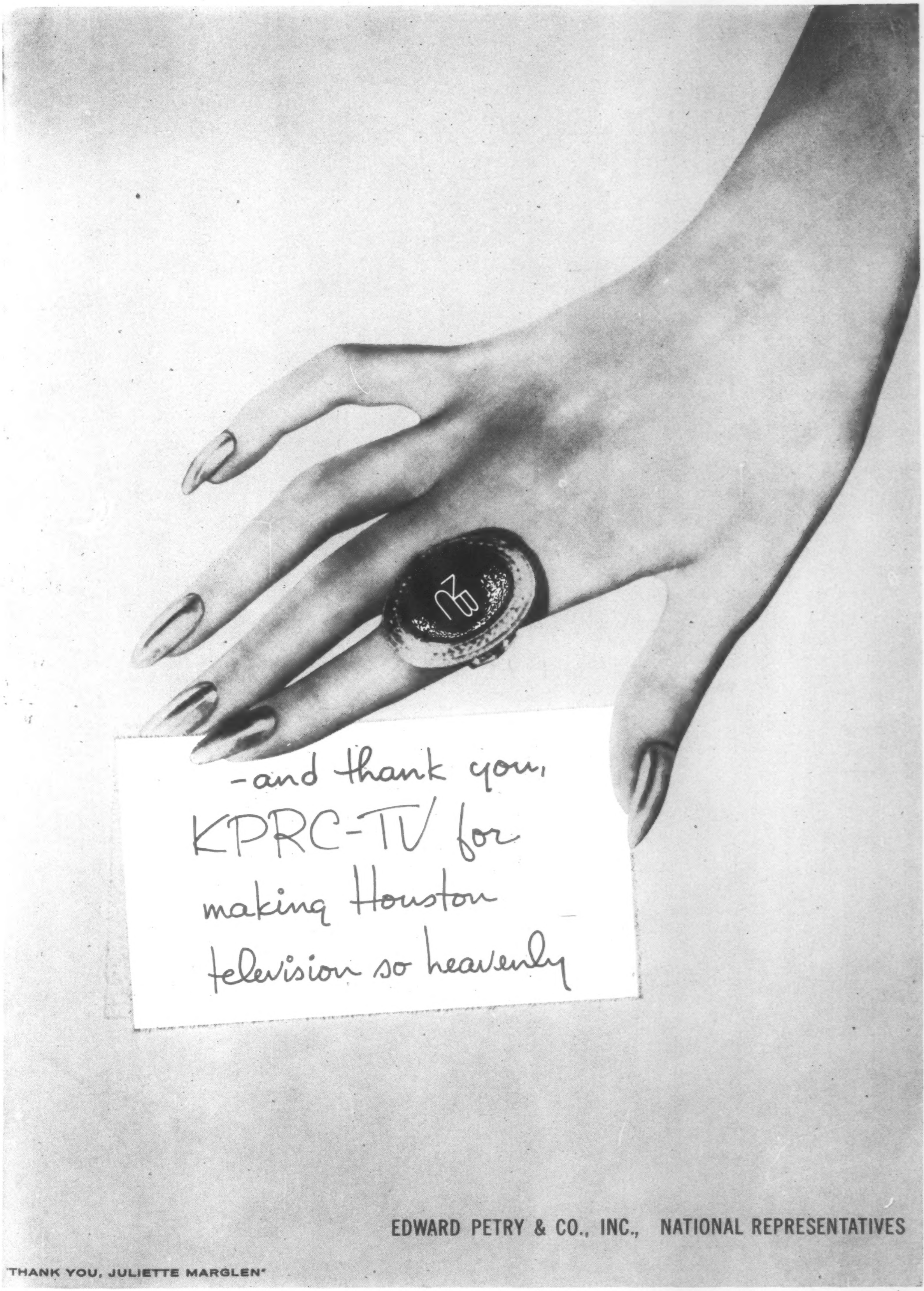
Some important precedents are apt to emerge. If the negotiating committee representing television stations wins the case, all music performance fees for all stations will probably be substantially lessened. It is the kind of action that will benefit all stations if it benefits any, and yet it so far has attracted the financial support of only 60% of them.

Perhaps the 40% that have not yet contributed are content with things as they are. Surely, if the station negotiating committee wins the concessions it expects, the stations that have withheld support will reject the savings to be offered. It would be the only gentlemanly thing to do.



Drawn for BROADCASTING by Sid Hix

"*. . . And now a word from the sponsor—'Cancel!'*"


-and thank you,
KPRC-TV for
making Houston
television so heavenly

EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

"THANK YOU, JULIETTE MARGLEN"

"FULL CONTROL means FULL RESPONSIBILITY"

says LOWELL MACMILLAN, Vice-President and General Manager of WHEC-TV now full-time operator of CHANNEL 10, Rochester, New York

UNTIL very recently, Channel 10 was a share-time operation. Now, Rochester's "Big Ten" is completely owned and operated by WHEC-TV. Naturally, this is a matter of pleasure and pride to us. But our *predominant* feeling is one of tremendous responsibility.

We have acquired something very, very good, but it is our job to make it *better*. We have inherited a great popularity among local viewers, but we must maintain and *expand* this popularity. We have a large and high-level group of local and national sponsors to whom we must prove the value of their investment in us. We must also attract *new* customers.

We have *everything* that is essential to the attainment of these ends: complete modern equipment, a substantially-expanded staff of experienced and talented people, a dedicated and service-minded sales organization, an incomparable set-up for the gathering and telecasting of News, and basic affiliation with the great CBS Network.

Yes, and most important of all, we have the indomitable resolution to continue to be Rochester's top TV channel! Watch us! *Join us!* You'll get a good return *on every second you purchase!*

Lowell H. MacMillan

WHEC-TV
FULL CHANNEL
10
CBS
ROCHESTER
N.Y.

Represented by **EVERETT McKINNEY, Inc.**

s

7"

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